



Build-A-Bear Workshop® Plans Once in a Lifetime Cele-bear-ation to Mark the Teddy Bear Centennial™

September 19, 2002

St. Louis, MO-September 19,2002-It's the 100th Anniversary of the Teddy Bear and Build-A-Bear Workshop is pulling out all the stops as it celebrates this enduring and endearing furry friend. A three-day weekend of festivities is planned and includes a Teddy Bear Centennial Charity Gala, a birthday party complete with a huge Teddy Bear Centennial cake and Furry Fashions Shows hosted by young actress Hallie Einsenberg. The events will all take place at Roosevelt Field, the 100th Build-A-Bear Workshop store to open since the company began five years ago. The Furry Fashions Shows will also take place all Build-A-Bear Workshop stores across the country.

The once in a lifetime cele-bear-ation begins with the Teddy Bear Centennial™ Charity Gala on Thursday, September 19, at Roosevelt Field, Long Island, NY The evening will include a guest appearance by upcoming musical artist Krystal, a sneak preview of the Furry Fashion Show and an auction of collectable Teddy Bears that have been given pawsonality by local and national celebrities through their personal touch. All proceeds from the Gala will benefit the Simon Youth Foundation, which fosters educational and career development in young people throughout the country.

The next morning, as Build-A-Bear Workshop opens its 100th store, the Teddy Bear will be celebrated in grand style. Accompanied by the Marines Color Guard and a high school marching band, a processional led by Build-A-Bear Mascot, Bearemy, will lead guests to the store where they will help sing Happy Birthday to the teddy bear and blow out 100 candles on a special birthday cake that is reminiscent of the Teddy Roosevelt era. Guests will be serenaded with Teddy Bear tunes by a specially commissioned acapella group, the Bearatones. In addition, Frank Murphy, author of "The Legend of the Teddy Bear," will talk about the rich and wonderful history of Teddy Bears.

To continue the celebration, Furry Fashion Shows will be held on Saturday and Sunday, September 21 and 22. Hosted by actress Hallie Eisenberg, the shows will be held at the carousel court area of Roosevelt Field. Guests are encouraged to bring their own stuffed animals and join in the furry fashion fun! Young models will accompany the fashionable and furry animals down the runway. Build-A-Bear Workshop Associates will give furry fashion tips and highlight the latest Fall and winter styles for stuffed animals. A free copy of B. Furbulus Magazine will be distributed to all guests attending the fashion show. The unique furry fashion shows will be held at 2:00 PM on Saturday September 21 and again on Sunday, September 22.

The origins of the teddy bear began in the fall of 1902. President Theodore Roosevelt - who was known around the world as Teddy - was in the woods on a hunting excursion. While hunting, he discovered that someone had caught a bear and tied it to a tree for him, making the "hunt" easier - with assured success. President Roosevelt, a conservationist at heart, refused to shoot the bear.

This story of kindness quickly spread, and political cartoonist Clifford Berryman (Bear-y-man) drew a cartoon showing the President's refusal to shoot an innocent bear. This cartoon, titled "Drawing The Line In Mississippi" ran in a newspaper in Washington.

Candy store owners Rose and Morris Michtom were so inspired by the story of President Roosevelt's

kindness, that they started making bears - including one that closely resembled the President. As the legend goes, the Michtom's then sent the bear to President Roosevelt, seeking permission to name the bear "Teddy."

Most humbly, the President pawsonally replied**:

"Dear Mr. and Mrs. Michtom,
I warmly thank you for your letter and the fine stuffed bear you made. I can hardly wait to show my children. However, I don't think my name is likely to be worth much in the toy bear business, but you are welcome to use it. I wish you great luck with your toy bear business.

Sincerely,
Theodore Roosevelt

Never would President Roosevelt have predicted that the Teddy Bear would become so pawpular, becoming a part of every day life through storybooks, stuffed animals, cartoons, novelties, movies and more. And never would he have predicted that the kindness he showed in 1902 represents the symbolism that lives on with Teddy Bears, now 100 years later.

Build-A-Bear Workshop is an interactive, entertainment retailer that invites Guests to create their own customized stuffed animals. The company is proud to be a part of the Teddy Bear Centennial™ celebrating 100 years of these loveable friends. Build-A-Bear Workshop is just opening its 100 store, at Roosevelt Field, a site dedicated to honoring Teddy Roosevelt's son, an aviator who died in WWI. For information about Build-A-Bear Workshop go to www.buildabear.com.

**Letter excerpt from "The Legend of the Teddy Bear" by author Frank Murphy, published by Sleeping Bear Press.