



## **Build-A-Bear Workshop® and the Chicago Cubs Become beary best friends at Wrigley field**

June 24, 2003

ST. LOUIS, MISSOURI, JUNE 24, 2003 -Build-A-Bear Workshop® will join the Chicago Cubs on July 8th to create a special day celebrating teddy bears as young baseball fans who attend the game receive one of 7,500 teddy bears made exclusively for the special game day. The teddy bear giveaway is a Build-A-Bear Workshop furry first in terms of its participation with Major League Baseball. The first 7,500 children under the age of twelve who attend the game will receive their very own "Clark Bear," a 12" teddy bear made exclusively by Build-A-Bear Workshop for the Chicago Cubs to give away at the game. Clark Bear has a special hangtag and will go home in an exclusive Build-A-Bear Workshop and Chicago Cubs branded shopping bag.

Build-A-Bear Workshop Founder and Chief Executive Bear Maxine Clark commented, "We are thrilled to be partnering with the Chicago Cubs. Teddy bears are known for their hugs and we expect "Clark Bear" along will be giving and getting a lot of hugs with kids of all ages who attend the game. The Chicago Cubs organization is a wonderful community treasure and we are pleased to be working with them this year and hope this will be one of many collaborations in the future."

As part of Build-A-Bear Workshop's partnership with the Chicago Cub's, the company was invited to provide an individual to sing the National Anthem at the sponsored game. Build-A-Bear Workshop created a company-wide talent search to find an associate to sing the National Anthem on game day. Associates from all across the country sent in video tapes of their renditions of the National Anthem. After being reviewed by a panel of judges, the decision was made that Jessica Leonard, a store associate at Montgomery Mall, in Bethesda, MD, was selected to sing the national anthem at Wrigley Field for the Build-A-Bear Workshop sponsored game on July 8th.

Build-A-Bear Workshop was also invited to provide someone to throw out the first pitch of the game. 15 year old Jimmy Klocke, an avid high school baseball player and one of the first members of the company's Cub Advisory Board was asked to do the honor of throwing the first pitch. The Build-A-Bear Workshop cub advisory board is a group of children ages 6-16 who have been involved in helping bring a cub-like perspective to the company with regard to merchandise and related merchandise programming.

Among the special Guests who will attend the game as part of Build-A-Bear Workshop's participation are children from Chicago Children's Memorial Hospital. Earlier this year, Build-A-Bear Workshop partnered with the local hospital for its Nikki's Bear tour to raise money and create awareness for children's cancer. Build-A-Bear Workshop was inspired to create Nikki's Bear, and Nikki's Bear programs to support children's cancer in memory of a remarkable girl - Nikki Giampolo - a 15-year old from Connecticut who lost her life to cancer on New Year's Day 2002. The children from Children's Memorial Hospital and their families will join Build-A-Bear Workshop at the game as part of the company's continued effort to create awareness for children's cancer.

### **About Build-A-Bear Workshop**

Build-A-Bear Workshop is an interactive, entertainment mall-based retailer that invites Guests of all ages to create their own customized stuffed animals through an exciting bear-making assembly line that combines

experience with purchase. Build-A-Bear Workshop is the innovator and leader of the make-your-own-stuffed-animal concept for mall-base retailing and currently operates 124 stores in 35 states, and a very successful e-commerce business. There will be more than 150 locations in the USA by the end of 2003. Canada represents the first steps for Build-A-Bear Workshop into the global marketplace, with four stores opening over the next few months in Edmonton, Calgary, Mississauga, and Vancouver. For more information, call (888) 560-BEAR (2327) or visit the company's award-winning web site at [www.buildabear.com](http://www.buildabear.com)