



**Stuffed With Hugs™ day allows kids to send hugs and warm wishes to hospitalized children
-30,000 teddy bears will be made May 17 at Build-A-Bear Workshop® locations nationwide**

May 9, 2003

ST. LOUIS, MO (May 9, 2003) - Build-A-Bear Workshop® invites children of all ages to visit its stores on Saturday, May 17 to make teddy bears for hospitalized children. On its 3rd annual Stuffed With Hugs™ day, every Build-A-Bear Workshop location nationwide will have approximately 200 bears available for kids to make at no charge.

Build-A-Bear Workshop will then donate 30,000 bears to local children's hospitals to lift the spirits of patients and their families. "Stuffed With Hugs allows kids to put smiles on the faces of 30,000 other children who are in the hospital," said Build-A-Bear Workshop Chief Executive Bear Maxine Clark. "It is a simple, yet significant way for kids to help other kids and make a difference." Since Stuffed With Hugs began in 2001, Build-A-Bear Workshop has donated more than 50,000 bears to worthy causes in cities all across America. "A hospital stay can be very traumatic for children, siblings, and parents," said Chris Brown, director of child life and education at The Children's Hospital of Philadelphia. "A small act of kindness, like a teddy bear, can have a wonderfully positive impact and lift the spirits of the entire family."

The Children's Hospital of Philadelphia is one of the local hospitals across the country that will receive Stuffed With Hugs bears and was recognized for the second consecutive year as the number one children's hospital in the United States in the January issue of Child magazine. "Stuffed With Hugs is a great event. I salute Build-A-Bear Workshop for its efforts to help lift the spirits of hospitalized children," said Brown.

During Stuffed With Hugs, Guests also can purchase beary special hearts for \$1 to raise funds to support children's cancer research and treatment programs. Beary special hearts are part of the Nikki's Bear program, a dedicated cause effort by Build-A-Bear Workshop® to raise awareness and funds for children's cancer. Funds raised by the Nikki's Bear program support children's cancer research and treatment programs through the Build-A-Bear Workshop Foundation. After Nikki Giampolo lost her life to cancer in 2002, her mother and friends shared her story of courage and hope with Build-A-Bear Workshop. Nikki's story inspired Build-A-Bear Workshop to create Nikki's Bear and dedicate it to Nikki's wish of helping children with cancer.

Build-A-Bear Workshop® is an interactive, entertainment mall-based retailer that invites Guests of all ages to create their own customized stuffed animals. The company currently operates 110+ stores nationwide with a very successful e-commerce business, and will have 150 stores by end of 2003, including multiple locations across Canada. Build-A-Bear Workshop is the innovator and leader of the make-your-own-stuffed animal concept for mall-based retailing. The premier store opened in Saint Louis Galleria, St. Louis, Missouri, in October 1997. For more information, call (888) 560-BEAR or visit the company's award-winning Web site at www.buildabear.com. The Build-A-Bear Workshop Foundation is committed to improving communities and impacting lives through meaningful philanthropic programs that support causes for children and families. A portion of the proceeds from the sales of Nikki's Bear and affiliated programs will be distributed through the Build-A-Bear Workshop Foundation to help families of children with cancer.

JPEG images of the special Stuffed With Hugs bear, beary special hearts, Nikki Giampolo, and Nikki's Bear

are available by contacting Casey Kershner (ckershner@beap.com) or April Reins (areins@beap.com).