



Build-A-Bear Workshop® Recognizes Ada, MI Teen as a Huggable Hero

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Dream Reading program started by Jennifer Titcher

ST. LOUIS, MO, (December 2004)- At the age of 12, Jennifer Titcher is raising the bar for philanthropic efforts across the country. She has already created her own fundraising campaign - Dream Reading - and has raised more than \$15,000 for city school libraries. For her efforts, Build-A-Bear Workshop is honoring Jennifer as a Huggable Hero.

"Jennifer is noted as a leader in the West Michigan community for seeking to improve literacy and learning amongst her peers," said Rachael Voorhees, Jennifer's youth group advisor and Huggable Heroessm nominator. "She now joins the ranks of some of the community's most philanthropic businesses, foundations and leaders pledging to improve city-school libraries. I nominated Jennifer on behalf of the countless children who will have the opportunity to read, learn to love reading and whose lives will forever be changed by her compassion."

A student at Forest Hills Central Middle School, Jennifer visited an elementary school two years ago and left realizing she had more books at home than the school had in its entire library. That's when the Dream Reading campaign was born. "I think all kids should have a chance to read, and after sharing my idea with my mom, I knew there was an opportunity to help," said Jennifer. "The first signs of success were when I contacted my elementary school principal who gave me permission to put a note about Dream Reading in the school newsletter. We raised more than \$700 in the first two weeks!"

Build-A-Bear Workshop created the Huggable Heroes program to recognize and honor young heroes across the country that have made a difference in their own neighborhoods, schools and communities by giving of themselves to others.

Jennifer is one of 10 exceptional children in addition to five outstanding groups of kids to be chosen as Huggable Heroessm. This program is in its first year and is extremely important to Build-A-Bear Workshop®. "We have always believed that it takes a village to raise a bear and these young people are shining examples of what hard work and commitment can accomplish. We are extremely proud of them, the leadership they have demonstrated and the ways in which they have improved the lives of those in their community," said Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop. "Each child and group presents an inspirational story, and along with those who nominated them, we are honored to be able to recognize their efforts and dedication to the causes and programs they have supported. They are all truly amazing."

Jennifer will be showcased nationally in the 2005 Build-A-Bear Workshop Huggable Heroes calendar, which will be available free in Build-A-Bear Workshop stores in late December. Build-A-Bear Workshop will make a donation to Dream Reading in Jennifer's name and her achievements will be celebrated in her hometown.

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 process. The first store opened in St. Louis, Missouri, in 1997, and the company now operates over 160 locations in the USA with four stores in Canada. Build-A-Bear Workshop opened its first international store in Sheffield, England in the fall of 2003, recently opened stores in Japan, Korea and Denmark and plans to open its first store in Australia later this year, making it the global leader in the teddy bear business. Based on a survey compiled by Shopping Centers Today, a publication of the International Council of Shopping Centers (ICSC), Build-A-Bear Workshop was one of six retailers chosen and presented with the ICSC "2004 Hot Retailer Award". For more information on the company and its products call (877) 789-BEAR (2327) or visit the company's award-winning web site at www.buildabear.com.

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