



Build-A-Bear Workshop® Recognizes Wasilla Youth as Huggable Hero

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Rogers children rewarded for outstanding community service efforts

ST. LOUIS, MO, (November 2004)- Most parents today work hard to encourage and teach good values to their children as they grow up. In some instances, the children grow up to become exceptional. One such example of this are the Rogers children - Kara, 15; Joseph, 15; Ayla, 14; and Austen, 12. They have devoted countless hours to seeking permanent homes for pet livestock and rabbits. For their efforts, Build-A-Bear Workshop is honoring the Jolly Rogers Crew at Meadow Gates Farm Sanctuary as Huggable Heroes.

Jeanette Rogers nominated her kids, the Jolly Rogers Crew, for the Huggable Heroes honor to celebrate their dedication to helping animals. Jeanette is the manager of the Meadow Gates Farm Sanctuary and has watched her kids clean up after, care for and improve the sanctuary in many ways every day, without nagging or prompting from her. "For 365 days a year, in temperatures as cold as 40° below zero, these four faithfully care for these animal refugees," she said. "I am proud of their work and their compassion."

Each child has responsibilities at the sanctuary, where they house chickens, ducks, geese, rabbits, dogs, cats, horses and even sheep. Kara tends to scared or injured animals while Joseph helps with giving the larger animals shots or medicine when necessary. "I like working with animals," Ayla said. "This cause is important to me because I like to help animals live their lives fully and happily."

Jeanette said they spend each morning and evening caring for the more than 200 animals that reside at the sanctuary and are essentially the sanctuary's work force. "With their help, Meadow Gates has been able to bring greater awareness to the rural community of the need for humane treatment of farm animals," she said. "Without the hard work of these four children, this sanctuary would not exist." But the kids don't see it as work. "We all thought it was a good thing to do since we all love animals," Kara said. "I think it is good to help farm animals since no one else seems to want to help them."

Build-A-Bear Workshop® created the Huggable Heroessm 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.

The Jolly Rogers Crew is one of five outstanding groups of kids in addition to 10 exceptional children chosen as Huggable Heroes. 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."

The Jolly Rogers Crew 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 the Meadow Gates Farm Sanctuary in their names and their achievements will be celebrated in Wasilla.

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.