



Build-A-Bear Workshop® Recognizes Third Grade Charlemagne Class at Fox Hollow

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ST. LOUIS, MO, (October 2004)- Literacy, teachers, toilet paper and a creative idea called "The Mummy Wrap Fundraiser" from the Third Grade Charlemagne class at Fox Hollow raised funds for First Book in Eugene. The class has long supported First Book, a literacy organization that puts books in the hands of children, and this year they are being nationally recognized as Huggable Heroes for their efforts.

"It is so important that young people know what it feels like to make a difference in other peoples' lives," said their teacher Tamara Christensen. "For these kids to be nationally recognized as Huggable Heroes leaves such an impression with so many people that good things happen to those who actively participate in causes that make a difference in their communities.

This past spring, the third grade class sold colorfully wrapped toilet paper rolls - Mummy Wraps - for 50 cents and each contained a raffle ticket and candy. The ticket represented a chance to wrap a teacher in toilet paper at an all-school assembly. The class raised more than \$500 and donated all of it to First Book. As a result, more than 200 books will be distributed to low-income children in the area. Charlemagne third grade student Natalie Pellitier finds it exciting to help others. "I like being able to help kids," she said. "It was a lot of fun and makes me feel good to donate books to kids."

"These third grade kids are an inspiration to many other kids and adults in our area," said Christensen. Our second grade class is already coming up with ideas to rival this past year's program - a great example of how the Huggable Heroes program has already inspired others." 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 Third Grade Charlemagne class at Fox Hollow 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 class 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, a First Book partner, will also make a donation to the Eugene/Springfield First Book chapter on behalf of the class. Their achievements will also be celebrated in Eugene, Oregon.

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.