



## **BUILD-A-BEAR WORKSHOP® AND WORLD WILDLIFE FUND HELPING TO SAVE POLAR BEARS BY MAKING FRIENDS THAT MAKE A DIFFERENCE**

August 11, 2004

ST. LOUIS, MISSOURI (August 11, 2004) - Build-A-Bear Workshop is proud to announce the arrival of the Polar Bear, the newest in the series of co-branded stuffed animals developed by Build-A-Bear Workshop and World Wildlife Fund (WWF). Beginning August 14, the Polar Bear will be sold in Build-A-Bear Workshop stores nationwide and on the web at [www.buildabear.com](http://www.buildabear.com).

Build-A-Bear Workshop donates one dollar to WWF for each Polar Bear sold to help the organization support its work of protecting the world's endangered animals and their habitats. This weekend, August 14 and 15, as an added way to support WWF, the company will give a double donation to WWF for any Polar Bear sold.

The Polar Bear will be available for \$25, and wears a collector's medallion featuring the WWF official panda logo. Each Polar Bear owner will also receive a numbered Certificate of Authenticity by mail, further enhancing its value to collectors.

Commenting on the WWF partnership, Founder and Chief Executive Bear of Build-A-Bear Workshop Maxine Clark said, "We are happy and proud to continue this joint program and to be a part of the great work that World Wildlife Fund does around the world. The response of our Guests tells us that they care as much as we do about animals that are threatened. This is an important cause and we are very pleased to be able to continue to help generate more funds and awareness for the work WWF does."

"This partnership offers us the opportunity to reach out to children and adults to teach them about the polar bear, one of the animals most threatened by global warming. This is an excellent way to inform the public about wildlife and conservation with hands-on interactive experiences," said Kathryn Fuller, President of WWF.

In a related effort, Build-A-Bear Workshop introduced its Huggable Heroessm program earlier this year. Huggable Heroes is a company-wide initiative to support youth who volunteer in their local communities. As a result of this program, young people across the country are being recognized for making a difference in their own neighborhoods, schools and communities in many philanthropic areas including helping endangered animals. Additionally, Build-A-Bear Workshop stores are selling satin hears for \$1 in August that will support programs that help endangered animals.

### **About World Wildlife Fund**

Known worldwide by its panda logo, WWF is dedicated to protecting the world's wildlife and wildlands. With over one million members in the United States alone, WWF leads conservation efforts around the globe. Since its founding in 1961, WWF has helped establish or manage nearly 450 parks and reserves worldwide, effectively safeguarding thousands of acres of wildlife habitat on five continents. For more information about WWF, visit [www.worldwildlife.org](http://www.worldwildlife.org) or call (800) CALL-WWF.

### **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 166 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 and recently opened stores in Japan, Korea and Denmark. The company is on track to open more international stores this year including its first store in France and Australia, 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](http://www.buildabear.com).