



**Star search Grand champion, Tiffany Evans, to perform and autograph photos at the BUILD-A-BEAR WORKSHOP® Store in Rockefeller Center**

December 29, 2004

**WHO:** Build-A-Bear Workshop®, Where Best Friends Are Made® (NYSE: BBW), will host Tiffany Evans at their new holiday store at Rockefeller Center.

**WHAT:** Tiffany Evans will be at the Build-A-Bear Workshop store in Rockefeller Center to perform, meet Guests and autograph photos.

**WHERE:** 50 Rockefeller Center

**WHEN:** Wednesday, December 29, from 3:30 p.m. to 5:30 p.m.

**About Tiffany Evans:**

Tiffany Evans may be young, but her vocal artistry comes from a place far beyond her years, a place some might even call divine. Tiffany's self-titled debut CD was produced by multiple Grammy-winner Narada Michael Walden, who's worked with Whitney Houston, Aretha Franklin, Regina Belle, Natalie Cole, Mariah Carey, and other legendary R&B singers. Walden, a prolific songwriter as well as producer, brought three of his own compositions-"Let Me Be Your Angel", "I Love Your Smile", and "Sing"-to Tiffany, who infuses them with her youthful passion, sophisticated style, and fresh vocal magic. Tiffany has performed on Soul Train and has made two Guest appearances on Oprah.

**About Build-A-Bear-Workshop:**

The leader of make-your-own stuffed animals celebrates the season with furry friends to give as the ultimate personalized gift. The holiday store at Rockefeller Center offers a complete assortment of stuffed animals, fashions and accessories usually found in its 170 stores across the country. The seasonal Build-A-Bear Workshop store located directly across from the Rockefeller Center Ice Rink, offers New Yorkers, and holiday visitors, the chance to discover the fun of making their own stuffed animal. Build-A-Bear Workshop (NYSE: BBW) 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. Build-A-Bear Workshop is listed on the New York Stock Exchange and is headquartered in St. Louis, Missouri. The company now operates over 170 locations in the USA with five stores in Canada. Build-A-Bear Workshop opened its first international store in Sheffield, England in the fall of 2003, added additional international stores in Japan, Korea, Denmark and Australia in 2004 and plans to open its first store in Taiwan in 2005 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).

Contact: Jennifer Mansell  
314.423.8000 ext 5402  
414.801.1146 cell  
[jenniferm@buildabear.com](mailto:jenniferm@buildabear.com)