



Build-A-Bear Workshop® Names Teen As 2005 Huggable Heroes Ambassador

January 27, 2005

St. Louis, MO (January 2005)?Build-A-Bear Workshop® has named William Dunckelman, one of its 2004 Huggable Heroes,sm as the Ambassador of this year's program. In this role, William will share his inspiring story and encourage other kids to find ways to serve their communities. William has also recently been named one of TEEN PEOPLE's 20 Teens Who Will Change the World.

"William is a remarkable young man. He turned a difficult personal situation into a springboard for truly heroic actions. As a result of his efforts, the lives of many senior citizens have been greatly enriched," said Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop. "There are kids like William doing amazing things in our communities everyday. Through the Huggable Heroes program we hope to inspire and recognize more of their achievements."

During his childhood, William suffered from an immune system disorder that caused frequent and painful bouts of Shingles and Hyperhidrosis--diseases that are typically found in the elderly. This understanding of the pain older people often experience motivated William to form Project FAME (Fine Arts Motivating the Elderly). Last year, William recruited concerned citizens, groups, and businesses to help him provide fine arts materials valued at over \$30,000 to nursing homes in ten different states. William is a native of Houma, LA.

Build-A-Bear Workshop is again looking to recognize children and teens that go to extraordinary lengths to make their communities a more bearific place. The 2005 Huggable Heroes nomination period runs from January 21 through March 14, 2005. Nomination forms are available at all Build-A-Bear Workshop stores or online at <http://huggableheroes.buildabear.com>

From the original field of entries, 170 semi-finalists, one per store will be selected. From this group 29 finalists will be chosen and the public is invited to vote for their favorite potential Huggable Hero on the Build-A-Bear Workshop website. Voting will take place from April 15 - May 2, 2005. The young person receiving the most votes will be the People's Choice honoree and will join the other nine individual honorees, selected by an independent panel of judges, as 2005 Huggable Heroes.

Ten individual Huggable Heroessm honorees will receive a trip to New York City for the grand opening of the Build-A-Bear Workshop® 5th Avenue flagship store. They will also receive a donation to the cause they support. During their visit, they will participate in a photo shoot with a professional photographer and be featured in the 2006 Build-A-Bear Workshop Huggable Heroes calendar.

In addition, two outstanding groups of kids will be recognized for their efforts, one from the U.S., and one from Canada. Both groups will be included in the calendar, receive a donation to their cause and a party at their local Build-A-Bear Workshop store.

Parents, friends, and teachers can nominate boys and girls, 18 years old and younger, by visiting any Build-A-Bear Workshop store and picking up an entry form. Entry forms are also available to download at <http://huggableheroes.buildabear.com>.

About Build-A-Bear Workshop

Build-A-Bear Workshop, (NYSE: BBW) is the leading and only national company providing a make-your-own stuffed animal interactive, entertainment retail experience. The first store opened in St. Louis in 1997 and as of January 2005, the company operated 170 stores in 40 states and Canada. With the opening of its international store in Sheffield, England in the fall of 2003 and the addition of international stores in Japan, Denmark, and Australia in 2004, Build-A-Bear Workshop has become the global leader in the teddy bear business. In November 2004, the company also opened two friends 2B made® stores, the newest concept launch from Build-A-Bear Workshop. For more information about the company and its products call (888) 560-BEAR (2327) or visit the company's award-winning website at www.buildabear.com

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