



NBA Legend Bob Lanier and NBA Inside Stuff Co-Host Summer Sanders Host Reading Time Out for Children at the Build-A-Bear Workshop® Store in Manhattan!

October 6, 2005

Who:

Bob Lanier, NBA Legend
Summer Sanders NBA, Inside Stuff Co-Host
30 Kids from NBA's Read to Achieve Program and Build-A-Bear Workshop® Guests

What:

On Wednesday, October 19, Build-A-Bear Workshop and the NBA are teaming up to provide children a fun and educational activity!

4:00 p.m. - 4:30 p.m.

Bob Lanier, NBA Legend and Summer Sanders, NBA Inside Stuff Co-Host will be hosting a reading session for 30 children from NBA's Read to Achieve Program and Build-A-Bear Workshop Guests in the Build-A-Bear Workshop store on 5th Avenue at 46th.

Each of the Read to Achieve children will also have the opportunity to make their own furry friend!

4:30 p.m. - 5:00 p.m.

Bob Lanier and Summer Sanders will be meeting and signing photos for Guests in the Build-A-Bear Workshop® store.

5:00 p.m.

Bob Lanier and Summer Sanders will take the Read to Achieve children to the NBA store in Manhattan for a chance to shop at the store and participate in a basketball shooting contest!

Where:

Build-A-Bear Workshop
565 Fifth Avenue
New York, NY 10017

Why:

Build-A-Bear Workshop and the NBA are both dedicated to teaching children the importance of

education. By having a reading time out in the Build-A-Bear Workshop store in Manhattan, both Build-A-Bear Workshop and the NBA are able to reach out to children and make a difference.

About Build-A-Bear Workshop®

Build-A-Bear Workshop, Inc. (NYSE: BBW), with fiscal 2004 total revenue of \$302 million, is the only national company that offers Guests an interactive make-your-own-stuffed animal retail-entertainment experience. The first store opened in St. Louis in 1997; the company currently operates over 200 stores in the United States and Canada. With the opening of its store in Sheffield, England, in the fall of 2003 and the addition of international stores in Japan, Denmark, Australia, South Korea and France, Build-A-Bear Workshop has become the global leader in the teddy bear business. In November 2004, the company opened two friends 2B made® stores, the newest concept based on the doll-making experience. For more information about the company and its products, call 888.560.BEAR (2327) or visit the company's award-winning web site at www.buildabear.com

TRADEMARKS

We would like to thank you for your interest in covering our business. As you write your story we ask that you use our full Name: Build-A-Bear Workshop® and that when referencing the process of making stuffed animals you use the word “make” not “build”.

Build-A-Bear Workshop® is our well-known trade name and our registered trademark of Build-A-Bear Workshop, Inc. Build-A-Bear Workshop® should only be used in capital letters to refer to our products and services and should not be used as a verb.

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