



## **Youth across the Country Honored for Good Deeds; Build-A-Bear Workshop Names 25 Finalists in Huggable Heroes(R) Program; Public Can Vote Now Online for People's Pick Honoree**

April 12, 2006

ST. LOUIS--(BUSINESS WIRE)--April 12, 2006--From sea to shining sea, stories of good deeds done by our nation's youth have poured into Build-A-Bear Workshop(R) World Bearquarters. Twenty-five finalists have been selected in the third annual search for Huggable Heroes(R) - a program that honors kids performing outstanding community service, helping others in their neighborhoods and communities around the world.

This select group was chosen from a search that spanned the United States and Canada. From nearly 1,500 entries, an independent judging organization selected 99 semifinalists which have now been narrowed to 25 finalists.

Starting April 10 through April 30 the public is invited to vote for their favorite Huggable Hero on the Build-A-Bear Workshop Web site, [www.buildabear.com](http://www.buildabear.com).

One young person will be named the People's Pick honoree and join eleven other individual Huggable Heroes at a special ceremony in Los Angeles, CA with supporters of First Star, a national 501(c)(3) public charity dedicated to improving rights of America's abused and neglected children. During their visit, they will participate in a professional photo shoot and their photos will be featured in the 2007 Build-A-Bear Workshop Huggable Heroes calendar which is given free to Guests in December. Each honoree will also receive a \$2,500 donation to the cause they support.

This year's finalists hail from New York to Las Vegas and everywhere in between. From seven-year-old Alleigh Fine who has helped raise money for National Alliance for Autism Research to sixteen-year-old Anna McDonough who has raised awareness of pediatric brain tumors by sending HOPE (Help Open Possibilities for Everyone) bracelets to members of Congress to remind them to vote for necessary research to find a cure to Ted Cox for his volunteer efforts at a local hospital, the good deeds are as varied as the youth who achieve them.

The central theme that emerges is that kids want to help other kids - whether at home or abroad. Claire Crawford organized and is implementing a program to provide "special cleft teddy bears" to children born with cleft lips/palates through the Cleft Palate Foundation. Other kids work hard to raise money for kids suffering from diseases like Cystic Fibrosis and Juvenile Diabetes. Kearstin Bailey raises money to help kids with cancer. Still others help foster children and kids who are in the hospital. They donate personal care products to Family Service Associations and board games to local hospitals. They volunteer their summers to help orphans in other countries. They see a need and they respond with heart.

"We believe that one good deed deserves another," said Maxine Clark, Founder and Chief Executive Bear of

Build-A-Bear Workshop(R). "We are beary proud of all the kids who work to make the world a better place. With this recognition, we hope to encourage them to continue their good work and inspire other kids to get involved."

The 25 finalists (complete stories and information online at [www.buildabear.com](http://www.buildabear.com)) include:

Angeline Ranieri, Age 18  
Loxahatchee, Florida

Kevin Ho, Age 18  
Auburn, Indiana

Jeniece Klein, Age 18  
Ypsilanti, Michigan

Kaylene Wright, Age 12  
Westland, Michigan

Claire Crawford, Age 15  
Starkville, Mississippi

Charlotte McKane, Age 10  
Oneonta, New York

Anne McDonough, Age 16  
Mahwah, New Jersey

Welland Burnside, Age 17  
Garden City, South Carolina

Matthew Krauze, Age 18  
Warwick, New York

Kirsten Scott, Age 16  
Parksville, New York

Heather Wilder, Age 12  
Las Vegas, Nevada

Bailey Reese, Age 10  
Niceville, Florida

Alleigh Fine, Age 7  
Wentzville, Missouri

Zoe Austermann, Age 10  
Denver, Colorado

Courtney Burke, Age 15  
Summerville, South Carolina

Anthony Leanna, Age 14  
Suamico, Wisconsin

Jenessa Largent, Age 14  
White Bear, Minnesota

Hannah Morton, Age 10  
Baldwin, Wisconsin

Kearstin Bailey, Age 13  
Baltimore, Ohio

Ted Cox, Age 14  
Marysville, Ohio

Tristan Kelly, Age 10  
Bon Aqua, Tennessee

Maggie Fazenbaker, Age 13  
Alamogordo, New Mexico

Brittany Palmer, Age 18  
North Vancouver, British Columbia

Aubrey Martin, Age 9  
Ingramport, Nova Scotia

Kaitlyn Drouillard, Age 12  
Ontario

#### About Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop, Inc. is the only global company that offers an interactive make-your-own-stuffed animal retail-entertainment experience. Founded in St. Louis in 1997, the company currently operates more than 200 stores in the United States, Canada and the United Kingdom. The addition of franchise stores in Europe, Asia and Australia make Build-A-Bear Workshop the leader in interactive retail. In November 2004, the company expanded the make-your-own concept from stuffed animals to dolls with the opening of its first

friends 2B made(R) stores, where Guests can make their own dolls. In April 2006, Build-A-Bear Workshop acquired The Bear Factory, a U.K.-based stuffed animal retailer, and Amsbra, Ltd., the company's franchisee in the U.K., adding company-owned stores in the United Kingdom and Ireland. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$362 million in fiscal 2005. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web sites at [www.buildabear.com](http://www.buildabear.com) and [www.friends2bmade.com](http://www.friends2bmade.com).

## TRADEMARKS

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

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

CONTACT: Build-A-Bear Workshop, Inc.

Shawn Bertani, 314-423-8000 Ext. 5366 or 314-452-6391

[shawnb@buildabear.com](mailto:shawnb@buildabear.com)

or

Samantha Leavitt, 314-995-3939 Ext. 101 or 314-520-4669

[samanthal@blickandstaff.com](mailto:samanthal@blickandstaff.com)

SOURCE: Build-A-Bear Workshop, Inc.