



## **Build-A-Bear Workshop(R) Introduces Hopeful Wishes Teddy(R) II**

October 8, 2008

### **Women's Breast Cancer Health and Wellness Initiatives Find Support from a Furbulous New Friend**

ST. LOUIS, Oct 08, 2008 (BUSINESS WIRE) -- In conjunction with Breast Cancer Awareness month Build-A-Bear Workshop(R) is unveiling Hopeful Wishes Teddy(R) II to support and advance breast cancer education, research and support groups.

One hundred of these beary special furry friends are available in Build-A-Bear Workshop stores and online at [www.buildabear.com](http://www.buildabear.com) for \$25 CDN, while quantities last.

With every Hopeful Wishes Teddy II purchase, a \$5 donation will be made to the Cure Foundation, which works collaboratively to fund, support and advocate for relevant and innovative research, meaningful education and awareness programs, early diagnosis and effective treatment, and a positive quality of life for those living with breast cancer.

"In 2008, an estimated 22,400 women in Canada will be diagnosed with breast cancer, which certainly touches many of our Guests and their loved ones," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "We are proud to lend our support to the Cure Foundation and its efforts to assist the many Canadians affected by this illness."

Hopeful Wishes Teddy II embodies the Build-A-Bear Workshop philosophy of supporting its Guests and their families who are working to overcome health obstacles and meet wellness challenges.

"We receive so many letters from Guests about the importance of teddy bears, especially when someone is facing an illness, difficult time or simply in need of an extra special bear hug," said Clark. "We want Hopeful Wishes Teddy II to be a symbol of support and caring as well as a source of strength for those affected by breast cancer."

Also, in Honor of Breast Cancer Awareness Month, 100 percent of the donations for the purchase of a purple satin heart (\$1 CDN) will be donated to the Build-A-Bear Workshop Foundation which will allocate those proceeds to organizations that advance breast cancer education, research and support groups. Also during the month of October a limited number of pink satin hearts, will also be available.

For more information about Hopeful Wishes Teddy(R) II, or to find a store in your area, visit [www.buildabear.com](http://www.buildabear.com).

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. The company currently operates more than 385 Build-A-Bear Workshop stores worldwide, including company-owned stores in the U.S., Puerto Rico, Canada, the United Kingdom, Ireland and France, and franchise stores in Europe, Asia, Australia and Africa. Founded in St. Louis in 1997, Build-A-Bear Workshop is the leader in interactive retail. Brands include make-your-own Major League Baseball(R) mascot in-stadium locations, Build-A-Dino(R) stores and friends 2B made(R) doll

locations. In December 2007, Build-A-Bear Workshop(R) extended its in-store interactive experience online with the launch of its virtual world at [www.buildabearville.com](http://www.buildabearville.com). Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$474 million in fiscal 2007. 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 is our well-known trade name and our registered trademark of Build-A-Bear Retail Management, 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.

SOURCE: Build-A-Bear Workshop, Inc.

for Build-A-Bear Workshop, Inc.

Jen Buchalter, 416-366-7735, ext. 235

Cell: 416-704-6266

[Jbuchalter@strategicobjectives.com](mailto:Jbuchalter@strategicobjectives.com)