



## **Build-A-Bear Workshop Bear Hugs Foundation Awards Grant to Local Education Program**

February 12, 2009

BOSTON, Mass. (Feb. 12, 2009) – The Build-A-Bear Workshop Bear Hugs Foundation is presenting Project Joy with a grant for \$1,000 to support its efforts to foster the healthy development of young children who are at risk by providing teachers and childcare providers with the resources they need to strengthen and heal their children through play. Funding for the grant is made possible with the help of Read Teddy® —a special furry friend available in all Build-A-Bear Workshop® stores. With the sale of each Read Teddy, \$1 is donated to worthy causes and programs that support reading and literacy for children.

“Education is crucial to every child’s success in life,” said Build-A-Bear Workshop Bearitory Leader, Dave Foltz. “We are proud to partner with our Guests to help this organization provide students in need with resources to learn and thrive.”

Build-A-Bear Workshop has always had a strong commitment to leave a pawstive mark on the world. Since its inception in 1997, the Company has donated over \$20 million to support causes related to children, animals and the environment, sharing the hug of a teddy bear wherever needed in local communities and abroad and recognizing kids doing great things.

### **About Build-A-Bear Workshop Bear Hugs Foundation**

Build-A-Bear Workshop Bear Hugs Foundation is committed to making life more bearable for children, families, and pets in need of a helping paw. The Foundation makes grants to qualified non-profit organization that support the health and wellness of children and families, the care and welfare of animals, the preservation of the environment, and the promotion of literacy and education for all. Visit <http://www.buildabear.com/aboutus/community/grants> for more information.

### **About Build-A-Bear Workshop**

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 400 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® mascot in-stadium locations, Build-A-Dino® stores and friends 2B made® doll locations. In December 2007, Build-A-Bear Workshop® 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® 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® 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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