



## **Got Singing Talent? Vocalists of all Ages Can Belt it Out in Song Contest as Part of New Giving Movement**

March 18, 2009

### **Public to Vote on Five Finalists; Celebrity Judges Choose Winner**

ST. LOUIS--(BUSINESS WIRE)--Mar. 18, 2009-- American Idol sensation, David Archuleta, was the first artist to lend a voice to the Love. Hugs. Peace.™ movement and now all aspiring vocalists will have a chance to sing their hearts out and audition for the new Let's Talk About Love Singing Contest sponsored by Build-A-Bear Workshop®. The song "Let's Talk about Love" was inspired by the Love. Hugs. Peace. movement designed to empower young people to make the world a better place by pledging to do small acts of kindness. The program launched January 21<sup>st</sup> and nearly 120,000 people have already pledged to make a difference.

The exclusive song, "Let's Talk about Love," performed by Archuleta, made its cyber debut on [www.buildabear.com/lovehugspeace](http://www.buildabear.com/lovehugspeace). The song is available as a thank you for a \$1 donation to Save the Children®. Additionally, Build-A-Bear Workshop matched donations resulting in a total of \$100,000 raised so far for Save the Children. Now, it's time for amateur singers to join the movement, and put their unique spin on the song for a chance to win \$10,000 USD and a professional song recording.

Now through April 14, singers are encouraged to enter the contest by submitting a solo video audition accompanied by a choice of three instrumental versions of the song "Let's Talk About Love." Song lyrics, auditioning tips and the instrumental version can be downloaded at [www.buildabear.com](http://www.buildabear.com). A cappella submissions also are welcome. Video submissions are being accepted online or via mail (postmarked by April 14 and received by April 20). Contestants will be judged on vocal abilities, talent, performance and creativity.

Ten semifinalists will be selected in late April and will have their video audition debut at [www.buildabear.com](http://www.buildabear.com). Guests will vote for five finalists to advance to the final round – a two night/three day trip to Los Angeles where they will perform before a live crowd and panel of celebrity and music industry judges. The judging panel will decide the Grand Prize Winner who will receive \$10,000 USD and get to professionally record "Let's Talk About Love" at DMI Music's Firehouse Recording Studios in Los Angeles. The winner's song will be featured online at [www.buildabear.com](http://www.buildabear.com) and [buildabearville.com](http://buildabearville.com).

The "Let's Talk About Love" singing contest is open to legal residents of the United States, Puerto Rico and Canada (including Quebec) ages five and up. One entry per person and parental approval is required. Full rules and entry details are available at all participating Build-A-Bear Workshop stores and online at [www.buildabear.com](http://www.buildabear.com).

**"Let's Talk About Love Singing Contest"**

NO PURCHASE NECESSARY TO ENTER OR TO WIN. Entry to the Contest is free. Purchase will not increase your chance of winning. The Build-A-Bear Workshop® "Let's Talk About Love Singing Contest" begins 12:00:01 a.m. ET ("Eastern Time") March 16, 2009 & ends 11:59:59 p.m. ET April 14, 2009. Subject to the full and complete Official Rules available in-store at participating Build-A-Bear Workshop locations in the U.S., D.C., Puerto Rico & Canada or online at [www.buildabear.com](http://www.buildabear.com) or [www.buildabearville.com](http://www.buildabearville.com).

## **TWO WAYS TO ENTER:**

**ONLINE:** Log onto: [www.buildabear.com](http://www.buildabear.com) or [www.buildabearville.com](http://www.buildabearville.com), follow the links to the contest area and complete the registration form (including uploading your artistic version of the song).

**BY MAIL:** Complete the Official Entry Form and mail along with your CD, DVD or mini-DVD containing your artistic version of the song Let's Talk About Love to "Let's Talk About Love Singing Contest" at one of the following addresses: **U.S./D.C./P.R.:** PO Box 4316, Manhasset, NY 11030-4316. **CAN:** P.O. Box 10001, 5576 Yonge Street, North York, Ontario, M2N 0B6, Canada. Entries must be postmarked by April 14, 2009 & received by April 20, 2009.

Entrant must be legal resident of the 50 United States, D.C., P.R. or Canada and 5 years of age or older as of March 16, 2009. Entries must include consent of parent/guardian of Entrant if he/she is not of age of majority in their state/province of residence. Subject to all applicable federal, state, provincial and local laws & regulations. Void outside the US, PR, CAN and where prohibited.

## **PRIZES:**

One (1) Grand Prize: In addition to receiving the Finalist Prize stated below, Grand Prize Winner will also receive \$10,000 USD and an additional 2 nights stay in Los Angeles, CA where the winner will participate in a professional recording of the song Let's Talk About Love and interview about the song. (ARV of additional night's stay of trip: \$500 USD.) The song and interview will be featured on the Love. Hugs. Peace.™ page at [www.buildabear.com](http://www.buildabear.com) where fans can view it. Approximate Retail Value (ARV): \$10,500 USD. Five (5)

Finalists Prizes: A 3 day/2 night trip for two (2) to Los Angeles, CA to participate in the final phase of judging to determine the Grand Prize Winner. ARV: \$2,000 USD each. Trip portion of Prize includes roundtrip coach class air transportation from major airport nearest to winner's residence to Los Angeles, CA; minimum of two (2) nights double occupancy standard hotel accommodations (2 additional nights if determined as the Grand Prize winner), and ground transportation to/from airport/hotel at destination city only. The air transportation, ground transportation, and accommodations will be at the sole discretion of the Sponsor. Ten (10)

Semifinalist Prizes: A \$50 Build-A-Bear Workshop® Bear Buck\$® gift card, ARV: \$50 USD each. Total ARV of all Prizes: US \$21,000.00.

Many will enter, but only one will win the Grand Prize.

Sponsor: Build-A-Bear Workshop, Inc., 1954 Innerbelt Business Center Drive, St Louis, MO 63114.

## **About Build-A-Bear Workshop®**

Build-A-Bear Workshop, Inc. is the leading and only global company that offers an interactive make-your-own stuffed animal retail-entertainment experience. Founded in 1997, the Company and its franchisees currently operate more than 400 Build-A-Bear Workshop® stores worldwide, including company-owned stores in the United States, Puerto Rico, Canada, the United Kingdom, Ireland and France, and franchise stores in Europe, Asia, Australia and Africa. In 2007, the interactive experience was enhanced - all the way to CyBEAR™space - with the launch of buildabearville.com®, the company's virtual world stuffed with fun. The company was named to the 2009 FORTUNE 100 Best Companies to Work For® list. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$468 million in fiscal 2008. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web site at

[www.buildabear.com](http://www.buildabear.com).

### About Save the Children

Save the Children reaches girls and boys in the United States and more than 120 countries. The contribution being made to Save the Children through the Build-A-Bear Workshop Love. Hugs. Peace. movement will support its immediate and long-term programs that help ensure children are protected, healthy and well-nourished, learn and develop, and live in food-secure and economically viable households. For more information visit [www.savethechildren.org](http://www.savethechildren.org).

### About Firehouse Recording Studios

Firehouse Recording Studios, a division of DMI Music & Media Solutions, offers state-of-the-art recording facilities and services for the recording, film, television, and advertising industries. Firehouse has a long standing, industry-wide reputation as a unique, creative environment with a highly trained technical team and a long list of world-renowned recording artists. Firehouse – one of largest digital studios in North America – offers the industry the best of digital and analog recording capabilities, with equipment that ranges from the latest Icon board to vintage mics and a 7'4" Böesendorfer piano.

### 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.

Note: Parental permission may be required to access buildabearville.com. Visit buildabearville.com for details.

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