



## **Latin Boy Band Menudo Lends Vocal Talents to Love. Hugs. Peace.(TM) Movement -- Encourages Philanthropy among Youth**

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***Menudo Joins Natalie Cole, David Archuleta of "American Idol" Fame, "10 Things I Hate About You" Star, Meaghan Martin, Jamia and "Let's Talk About Love" Song Contest Winner Itzel in Recording Special Song to Benefit Save the Children***

ST. LOUIS--(BUSINESS WIRE)--Aug. 27, 2009-- The legendary Latin Boy Band Menudo burst onto the music scene from Puerto Rico in the 1970s, and has since helped launch the career of international superstar Ricky Martin. Today, more than two generations later, a new version of Menudo is back with a contemporary look and sound, and the same universal appeal. Now Menudo members, JC, JG, Carlos Jr. and Monti are lending their collective voices to the Love. Hugs. Peace.™ movement, a global giving and kindness campaign created by Build-A-Bear Workshop® that offers young people around the world fun and simple ways to show they care.

Menudo joins fellow singers, including GRAMMY® award-winning Natalie Cole, David Archuleta of "American Idol" fame, singing sensation Jamia, "10 Things I Hate About You" star Meaghan Martin and "Let's Talk About Love" singing contest winner Itzel, in adding their own vocal talents to the movement's signature song, "Let's Talk About Love." Each artist has created a special rendition of the song to help spread the message of sharing and love and benefit Save the Children®.

Menudo recorded two versions of their Latin rock rendition of "Let's Talk About Love," one in English and one in Spanish. Jamia's R&B version of "Let's Talk About Love," along with Cole's adult contemporary rendition, Archuleta's ballad style variation and Martin and Itzel's pop takes, is now available at [www.buildabear.com/lovehugspeace](http://www.buildabear.com/lovehugspeace) or any participating Build-A-Bear Workshop store. Kids of all ages can make a \$1 donation to Save the Children and, as a thank you, receive a free download card of "Let's Talk About Love" performed by the artist of their choice.

To date, nearly 240,000 kids from around the world have joined the movement at [www.buildabear.com/lovehugspeace](http://www.buildabear.com/lovehugspeace) and made a love, hugs or peace pledge to do a small act of kindness to help make the world a better place. And, with the help of its Guests, Build-A-Bear Workshop has raised more than \$120,000 to support Save the Children.

Whether pledging to conserve water, help clean up a local park, donate a toy to a good cause, volunteer in their communities, or help a grandparent or elderly person, young people are accepting the challenge to make a difference one philanthropic act at a time.

"Love. Hugs. Peace. is about how everyone, no matter where you live in the world, or what age you are, can help make a difference," said Maxine Clark, founder and chief executive bear of Build-A-Bear Workshop and creator of the movement. "Together friends can pledge to do good things, and it can all start with a hug and a song!"

**Song Offers Universal Appeal**

“Let’s Talk About Love” was created to bring the Love. Hugs. Peace. movement to life. Written especially for Build-A-Bear Workshop by Tena Clark, founder and chief executive officer/chief creative officer of DMI Music & Media Solutions, the powerful tune embodies the spirit of kindness. Each artist that sings the song offers a unique style and rhythm so that, while the message remains the same, the tune appeals to fans of all ages and musical tastes.

### **Exclusive Merchandise**

The Love. Hugs. Peace. movement is represented by three icons: a heart, a teddy bear and a peace sign. These graphic elements are being featured on various Build-A-Bear Workshop fashions and furry friends. Plus, an exclusive series of Love. Hugs. Peace. bear-sized tees and a rhinestone tank (prices range from \$5 - \$6.50) have been designed to keep the momentum of the campaign going. Build-A-Bear Workshop is donating \$.25 to Save the Children from the sale of these tees.

### **Virtual Components**

Starting August 28, Menudo’s “Let’s Talk About Love” rendition will be available on the playlist in buildabearville.com®, the Build-A-Bear Workshop virtual world which today engages more than nine million citizens. Through September 10, Menudo also will make a special appearance on “The Chloe Show,” the virtual world’s celebrity interview segment, and give out a virtual “dance move” to kids that watch the show. In addition, citizens to the world can visit the theater to see behind-the-scenes video of Menudo recording their song.

### **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).

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

### **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).

### **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.

Source: Build-A-Bear Workshop, Inc.

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