



## **Build-A-Bear Workshop to Raise Funds for Juvenile Diabetes Research Foundation**

October 30, 2009

*Raising Awareness and Funds throughout November – National Diabetes Awareness Month*

ST. LOUIS (October 30, 2009) -In an effort to support research to help find a cure for type 1 diabetes, Build-A-Bear Workshop® will raise funds for the Juvenile Diabetes Research Foundation (JDRF) throughout the month of November as part of National Diabetes Awareness Month. Donations received through the point of sale PIN pad device will be directed by the Build-A-Bear Workshop Foundation directly to JDRF chapters. Chapters in participating Build-a-Bear locations will receive credit for revenues raised.

Guests can choose to support JDRF by adding \$1 to their total purchase at checkout registers in any of the 270 Build-A-Bear Workshop retail locations in the U.S. Additionally, all Canada store locations will feature the signature purple satin hearts program. Each purchase of a \$1 purple satin heart will benefit JDRF. JDRF is the world leader in research for a cure for type 1 diabetes. Type 1 diabetes is an autoimmune disease that strikes children and adults suddenly and can be fatal. Approximately 3 million Americans have type 1 diabetes, and 30,000 children are diagnosed every year.

"We're very grateful to the Build-A-Bear Workshop Foundation for once again supporting our cause," said Alan J. Lewis, Ph.D., JDRF president and CEO. "Partnership is the only way we will be able to accomplish our goal of finding a cure for type 1 diabetes and it is dedicated partners like Build-A-Bear Workshop that give us hope for that cure."

Build-A-Bear Workshop believes in the teddy bear philosophy of being good people and good bears. Throughout its 12 year history the company has given Guests a voice to support causes that are important to them, helping children, families, animals and the environment. Since the company's inception, Build-A-Bear Workshop has donated more than \$20 million to these causes.

"We have always believed in supporting causes that are important to our Guests," said Maxine Clark, founder and chief executive bear of Build-A-Bear Workshop. "We know that diabetes is a growing concern and that many families are impacted by the disease. Supporting JDRF is a great way to support this cause and also involve our Guests." Over the last six years, the Build-A-Bear Workshop Foundation has donated more than \$230,000 to JDRF.

For store locations and more information about the Build-A-Bear Workshop call 888.560.BEAR (2327) or visit the company's award-winning Web site at [buildabear.com®](http://buildabear.com®). To learn more about JDRF, visit [www.jdrf.org](http://www.jdrf.org).

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Build-A-Bear Workshop

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