



## **Build-A-Bear Workshop Sends Hugs to Haiti Earthquake Relief Effort**

January 15, 2010

ST. LOUIS, Jan 15, 2010 (BUSINESS WIRE) -- Build-A-Bear Workshop announced today initiatives to provide support for children and families affected by the earthquake in Haiti.

The Build-A-Bear Workshop Foundation is contributing \$15,000 to the Red Cross response fund and now through Jan. 31, the company is inviting its Guests to help by donating \$1 at checkout registers in any of the United States Build-A-Bear Workshop retail locations.

In Canada, Build-A-Bear Workshop stores will raise funds by encouraging Guests to purchase \$1 purple satin hearts, to benefit the Haiti Earthquake relief effort. In the United Kingdom, Build-A-Bear Workshop is donating £5,000 to the British Red Cross relief effort.

"Our hearts go out to the victims and their families affected by this terrible tragedy," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "We are proud to partner with our Guests to make a difference and provide relief where it is needed the most during this difficult time. In addition to our fundraising efforts, we are also donating teddy bears to provide extra hugs and comfort to the children affected by the earthquake."

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 shared the hug of a teddy bear wherever needed in local communities and abroad. Build-A-Bear Workshop has given Guests a voice in supporting the causes that are important to them and through its corporate donations and foundation grant programs, has given more than \$25 million to children's health and wellness, animals, literacy and other important causes.

### **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(TM)space - with the launch of [buildabearville.com](http://buildabearville.com)<sup>(R)</sup>, the company's virtual world stuffed with fun. The company was named to the 2009 FORTUNE 100 Best Companies to Work For<sup>(R)</sup> 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 [buildabear.com](http://buildabear.com)<sup>(R)</sup>.

### **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**<sup>(R)</sup> 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**<sup>(R)</sup> 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

Build-A-Bear Workshop

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