



## **Build-A-Bear Workshop Supports Children's Heart Foundation in Celebration of Valentine's Day**

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ST. LOUIS, Jan 27, 2010 (BUSINESS WIRE) -- Build-A-Bear Workshop(R), the interactive entertainment retailer of customized stuffed animals, and its foundation will raise funds during the month of February for the Children's Heart Foundation (CHF), an organization that works to advance research of pediatric congenital heart defects. Build-A-Bear Workshop Guests can support this cause by donating \$1 at checkout registers in any Build-A-Bear Workshop retail location in the United States. In addition, a portion of the proceeds from the purchase of each Bearville Outfitters(TM) Virtual Stuff Game Card through March 31, can also be directed by Guests to CHF when they activate the cards at [buildabearville.com](http://buildabearville.com)(R), the company's virtual world.

"Through the remarkable generosity of Build-A-Bear Workshop we are bringing health, hope and happiness to children impacted by congenital heart defects," said William Foley, the Children's Heart Foundation executive director. "By supporting promising research and raising awareness nationally, Build-A-Bear Workshop is helping the Children's Heart Foundation with its goal of saving children's lives - one heart at a time."

Build-A-Bear Workshop believes in the teddy bear philosophy of being good people and good bears. Throughout its 13 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.

"Build-A-Bear Workshop strives to provide Guests with opportunities to assist causes that are important to them," said Maxine Clark, founder and chief executive bear. "As we celebrate Valentine's Day, it is fitting that we support this organization that is all about helping children. We are honored to partner with this great cause during this season of love to help families whose lives are directly touched by cardiovascular disorders."

### **The Children's Heart Foundation**

Motivated by the needs of children, the goal of the Children's Heart Foundation is to bring health, hope and happiness to children impacted by congenital heart defects, the number-one birth defect in the U.S. The CHF accomplishes this goal by funding the most promising research to advance the diagnosis, treatment and prevention of congenital heart defects. For information on the CHF, visit [www.childrensheartfoundation.org](http://www.childrensheartfoundation.org).

### **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 Workshopstores 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<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>.

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

## 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

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