



## **Build-A-Bear Workshop to Raise Funds for Juvenile Diabetes Research Foundation During National Diabetes Awareness Month**

November 8, 2010

ST. LOUIS, Nov. 8, 2010 /PRNewswire via COMTEX/ -- Build-A-Bear Workshop®, the interactive entertainment retailer of customized stuffed animals, announced today that it is raising funds for the Juvenile Diabetes Research Foundation (JDRF) throughout the month of November as part of National Diabetes Awareness Month. In an effort to support research to help find better treatments and a cure for type 1 diabetes, Build-A-Bear Workshop Guests can support JDRF by adding a \$1 donation to their total purchase when they check out at any Build-A-Bear Workshop retail locations in the United States or at [buildabear.com](http://buildabear.com).

These donations will be directed to JDRF and its chapters throughout the country by the Build-A-Bear Workshop Foundation. Additionally, all store locations in Canada will feature the signature purple satin hearts campaign, with each \$1 purchase of a purple satin heart benefitting JDRF.

"We greatly appreciate Build-A-Bear Workshop for their continued dedication to support our cause, especially during Diabetes Awareness Month," said Yvonne Miller, National Director of Corporate Relations for JDRF. "Putting a spotlight on type 1 diabetes and the importance of supporting research through efforts like this will accelerate reaching our goal to improve the lives of those affected by type 1 diabetes and its complications - and eventually find a cure."

Build-A-Bear Workshop believes in the teddy bear philosophy of being good people and good bears. Throughout its 13 year history, Build-A-Bear Workshop 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 \$25 million to these causes.

"Build-A-Bear Workshop Foundation is proud to be supporting JDRF in their determined efforts to help find better treatments and a cure for diabetes," said Build-A-Bear Workshop Founder and Chief Executive Bear Maxine Clark. "Diabetes is a growing concern and it affects many families. Supporting JDRF is a great way to support this cause and also to involve our Guests." Over the last seven years, the Build-A-Bear Workshop Foundation has donated more than \$425,000 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)®.

### **About Build-A-Bear Workshop, Inc.**

Build-A-Bear Workshop, Inc. is the only global company that offers an interactive make-your-own stuffed animal retail-entertainment experience. The company currently operates more than 400 Build-A-Bear Workshop stores worldwide, including company-owned stores in the U.S., Puerto Rico, Canada, the United Kingdom, Ireland and France, and franchise stores in Europe, Asia, Australia, Africa, the Middle East, and Mexico. Founded in St. Louis in 1997, Build-A-Bear Workshop is the leader in interactive retail. Brands include make-your-own Major League Baseball® mascot in-stadium locations, and Build-A-Dino® stores.

Build-A-Bear Workshop extends its in-store interactive experience online with its award winning virtual world Web site at [buildabearville.com](http://buildabearville.com)<sup>®</sup>. The company was named to the 2009 and 2010 FORTUNE 100 Best Companies to Work For<sup>®</sup> lists. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$394.4 million in fiscal 2009. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web site at [buildabear.com](http://buildabear.com).

## 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>®</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>®</sup> should only be used in capital letters to refer to our products and services and should not be used as a verb.

## About JDRF:

JDRF is the leader in research leading to a cure for type 1 diabetes in the world. It sets the global agenda for diabetes research, and is the largest charitable funder and advocate of diabetes science worldwide.

The mission of JDRF is to find a cure for diabetes and its complications through the support of research. Type 1 diabetes is an autoimmune disease that strikes children and adults suddenly, and can be fatal. Until a cure is found, people with type 1 diabetes have to test their blood sugar and give themselves insulin injections multiple times or use a pump - each day, every day of their lives. And even with that intensive care, insulin is not a cure for diabetes, nor does it prevent devastating complications, which may include kidney failure, blindness, heart disease, stroke, and amputation. Since its founding in 1970 by parents of children with type 1 diabetes, JDRF has awarded more than \$1.4 billion to diabetes research, including more than \$100 million in 22 countries in FY2009.

For more information, call 1-800-533-CURE (1-800-533-2873) or visit [www.jdrf.org](http://www.jdrf.org).

SOURCE: Juvenile Diabetes Research Foundation