



## **Build-A-Bear Workshop Continues Support for Children of St. Jude Children's Research Hospital**

April 12, 2011

- *Announces donation of \$180,000 through Guest contributions*
- *Announces winner of Facebook "Cause for Celebration" party contest*

ST. LOUIS, Apr 12, 2011 (BUSINESS WIRE) -- [Build-A-Bear Workshop®](#) announced today that it is donating more than \$180,000, which was raised with help of Guests, to St. Jude Children's Research Hospital®, the nation's top ranked children's cancer hospital. The company also announced the first winner, Christine McKay of Woonsocket, RI, of its Facebook sweepstakes for a "Cause for Celebration" party valued at \$300.

In the United States, the company and its foundation made an initial \$15,000 donation to kick off the partnership with St. Jude Children's Research Hospital and invited Guests to donate \$1 at checkout registers at store locations and online at [buildabear.com®](#) during the month of March. In Canada, Build-A-Bear Workshop stores raised funds by encouraging Guests to purchase \$1 purple satin hearts to benefit St. Jude.

"We are thankful for our generous Guests who are making a significant impact on the children of St. Jude and their families," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "St. Jude Children's Research Hospital is truly a special place, and we are very excited about our partnership."

Build-A-Bear Workshop is supporting St. Jude Children's Research Hospital through its "Cause for Celebration" party program. Build-A-Bear Workshop Guests can add a \$10 donation to St. Jude when they book a party at any Build-A-Bear Workshop store location. The entire donation will go to St. Jude to support lifesaving research and cutting-edge medical treatment.

When Guests "like" the [Build-A-Bear Workshop Facebook page](#), they can enter to win a "Cause for Celebration" party valued at \$300. Build-A-Bear Workshop is giving away one party each month now through August 31, 2011. All participants in this contest will be entered to win the grand prize, a Build-A-Party® celebration valued at \$500, plus a \$500 contribution to be made in their name to St. Jude Children's Research Hospital.

When Guests choose to have a "Cause for Celebration" party at Build-A-Bear Workshop, in addition to the \$10 to be donated to St. Jude, each party attendee will sign a special St. Jude card and receive a sticker to remember the occasion. The Guest of Honor will receive a bear-sized tee shirt that says, "*I helped the children of St. Jude*" for all party attendees to sign. Guests can request donations for the hospital in lieu of gifts for their "Cause for Celebration" party. The Guest of Honor can also create a fundraising page website that they can then send to family and friends to collect online donations for St. Jude as part of their celebration.

For every "Cause for Celebration" party held in Build-A-Bear Workshop stores, the company will give a St. Jude patient a special celebration gift package containing a personalized card from Guests attending the store party and a \$10 gift card. This package will be presented at the completion of the hospital stay or when

the patient reaches a special milestone in treatment at the hospital. The gift card is a way for each St. Jude child to celebrate with his or her family while experiencing the fun of making a new furry friend at the Build-A-Bear Workshop location of their choice.

Build-A-Bear Workshop and its associates believe in the teddy bear philosophy of being good people and good bears. Throughout its 14 year history, the company with heart 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 like children's health and wellness, animals, literacy and has given more than \$30 million through its corporate donations and foundation grant programs to these causes.

### **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 United States, Puerto Rico, Canada, the United Kingdom, Ireland, 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 website at [Bearville.com](http://Bearville.com). The company was named to the FORTUNE 100 Best Companies to Work For® list for the third year in a row in 2011. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$401.5 million in fiscal 2010. For more information, call 888.560.BEAR (2327) or visit the company's award-winning website at [buildabear.com](http://buildabear.com).

### **About St. Jude Children's Research Hospital**

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. St. Jude is the first and only pediatric cancer center to be designated as a Comprehensive Cancer Center by the National Cancer Institute. Founded by late entertainer Danny Thomas and based in Memphis, Tenn., St. Jude freely shares its discoveries with scientific and medical communities around the world. St. Jude is the only pediatric cancer research center where families never pay for treatment not covered by insurance. No child is ever denied treatment because of the family's inability to pay. St. Jude is financially supported by ALSAC, its fundraising organization. St. Jude was named the nation's top children's cancer hospital in the 2010-11 Best Children's Hospitals rankings published by *U.S. News & World Report*. For more information, go to [www.stjude.org](http://www.stjude.org) and follow St. Jude on [www.facebook.com/stjude](http://www.facebook.com/stjude) and [www.twitter.com/stjude](http://www.twitter.com/stjude).

### **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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