



Build-A-Bear Workshop(R) Celebrates Bearemy's Birthday by Supporting St. Jude Children's Research Hospital(R)

August 15, 2011

ST. LOUIS, Aug 15, 2011 (BUSINESS WIRE) -- [Build-A-Bear Workshop®](#), the interactive entertainment retailer of customized stuffed animals, is celebrating the birthday of its huggable mascot, Bearemy®, by supporting St. Jude Children's Research Hospital®, one of the world's premier pediatric cancer research centers. Bearemy will make appearances in all Build-A-Bear Workshop stores in the United States and in Canada on August 20 and 21 from 2 through 4 p.m. Children from St. Jude have been invited to participate in special celebrations for Bearemy at select locations throughout the country on August 21 starting at 11 a.m. local time including:

- Florida Mall in Orlando, Fla.
- Saint Louis Galleria in St. Louis, Mo.
- Stonebriar Centre Mall in Dallas, TX
- Scottsdale Fashion Square in Phoenix, Ariz.

A birthday party for Bearemy also will be held at St. Jude Children's Research Hospital in Memphis, Tenn. on August 17. Each St. Jude patient will receive a gift card and note from a Build-A-Bear Workshop Guest who has previously supported the hospital. Bearemy will, of course, be in attendance to celebrate his birthday and bring smiles to the patients who may be experiencing some of the toughest times of their lives. Everyone attending this event will have "cause for celebration" as they celebrate the milestones in their lives.

To further celebrate Bearemy's birthday, Build-A-Bear Workshop is encouraging its Guests to make a one dollar (or more) donation to St. Jude when they check out at a Build-A-Bear Workshop store in the United States or [buildabear.com](#)® from August 21 through September 5. Guests in Canada can also make a donation to the hospital by purchasing purple satin hearts in stores. The company and its Guests have raised more than \$200,000 for St. Jude since March.

Another way for Guests to support St. Jude is by visiting the Build-A-Bear Workshop site, [LoveHugsSmiles.com](#). Guests can upload their own Miles of Smiles video with their furry friend to the site or upload a photo of themselves with a furry friend to the Smile Wall. For each video or photo posted, Build-A-Bear Workshop will donate two dollars to St. Jude, up to \$10,000.

In March, Build-A-Bear Workshop launched its "Cause for Celebration" St. Jude party program. Guests can add a \$10 donation to St. Jude when they book a party at any Build-A-Bear Workshop store. The entire \$10 donation goes to St. Jude. Each party attendee signs a special St. Jude card and receives a sticker to remember the occasion. The Guest of Honor receives a bear-sized tee shirt that says "I helped the children of St. Jude" for all party attendees to sign. A St. Jude party allows Guests of all ages to experience what it is like to lend a helping paw to children in need.

For every Cause for Celebration St. Jude party held in its stores, Build-A-Bear Workshop gives a child at the

hospital a special celebration gift package which is presented at the completion of their hospital stay or when they reach a special milestone in their treatment. It contains a personalized card from the Guests who attended the store party and a \$10 gift card. The gift card is a way for each child to celebrate with their family while they experience the fun of making a new furry friend at the Build-A-Bear Workshop location of their choice.

When Guests "like" the [Build-A-Bear Workshop Facebook page](#), they can enter for a chance to win a "Cause for Celebration" St. Jude party valued at \$300 through August 31, 2011. Build-A-Bear Workshop has given away one party each month since March. 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.

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, such as 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 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. For more information, go to <http://www.stjude.org> and follow St. Jude on <http://www.facebook.com/stjude> and <http://www.twitter.com/stjude>.

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. There are more than 400 Build-A-Bear Workshop stores worldwide, including company-owned stores in the U.S., Puerto Rico, Canada, the United Kingdom and Ireland, and franchise stores in Europe, Asia, Australia, Africa, the Middle East, Mexico and South America. 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 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 Web site at 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®** 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.

Build-A-Bear Workshop, Inc.

Shannon Lammert

314-423-8000, ext. 5379

314-556-8841 (cell)

shannonl@buildabear.com

or

Jill Saunders

314-423-8000, ext. 5293

314-422-4523 (cell)

jills@buildabear.com