



## **Deadline Approaching to Recognize Young Leaders for Scholarship Opportunity; Build-A-Bear Workshop Seeks Service-Minded Kids as Huggable Heroes**

February 13, 2012

ST. LOUIS--(BUSINESS WIRE)--Feb. 13, 2012-- February is Youth Leadership Month, a time to celebrate young people who take on leadership roles within their communities, and [Build-A-Bear Workshop](http://Build-A-Bear-Workshop.com)® is searching for its next class of Huggable Heroes® -- inspiring young leaders who serve others and make a difference in our world. **Now through February 27, nominate young leaders ages eight to 18 by visiting [buildabear.com/huggableheroes](http://buildabear.com/huggableheroes) or picking up an entry form at [Build-A-Bear Workshop stores](#) in the United States, Puerto Rico, and Canada.**

The 10 selected Huggable Heroes will each receive \$10,000 (\$7,500 in the form of an educational scholarship from Build-A-Bear Workshop and \$2,500 from the Build-A-Bear Workshop Foundation to be donated to the 501(c)(3) charity or Canadian cause of their choice). In addition, the Huggable Heroes will receive a trip for themselves and one parent or legal guardian to Build-A-Bear Workshop World Bearquarters, in St. Louis, where they will be celebrated for their work, participate in a professional photo shoot, and take part in a community service project.

Since Build-A-Bear Workshop first launched the program in 2004, more than 100 Huggable Heroes have been recognized, and collectively awarded nearly one million dollars in donations and scholarship money. This year, Build-A-Bear Workshop and its foundation will contribute \$100,000 more to the educational development and community-minded efforts of young people who do their part with heart.

Entries will be narrowed down to 80 semifinalists in March and to 30 finalists in May. In June, 10 noteworthy young people will be selected and named 2012 Build-A-Bear Workshop Huggable Heroes.

Some of the past Huggable Heroes have built homes for the homeless in Mexico, started organizations to provide fresh produce to food shelters, built soccer fields for kids in Africa, collected books and school supplies for children in need and distributed gift bags to children with chronic illnesses.

### **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](http://bearville.com)™. The company was named to the FORTUNE 100 Best Companies to Work For® list for the fourth year in a row in 2012. 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](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®** 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

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