



The Children's Heart Foundation™

## FOR IMMEDIATE RELEASE

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## **Build-A-Bear Workshop Raises Funds for Congenital Heart Defect Research With the Help of The Children's Heart Foundation**

*\$187,000 Raised in February 2011*

**LINCOLNSHIRE, ILL.** (June 13, 2011) –Build-A-Bear Workshop® locations in the United States and Canada raised \$187,000 through Guest contributions for The Children's Heart Foundation (CHF) and congenital heart defect (CHD) research during the month of February. CHDs are the number-one birth defect in America, which affects 40,000 babies every year and one in every 100 newborns.

For the second year in a row, the company and its foundation has raised funds for CHF, which fund the most promising research to advance the diagnosis, treatment and prevention of CHD. In 2010, Build-A-Bear Workshop Guests raised over \$230,000, which funded three research projects across the country.

“Our goal is saving children's lives—one heart at a time—and our hearts are filled with gratitude to Build-A-Bear Workshop and its amazing Guests for making February a month we'll never forget,” said Bill Foley, Executive Director of The Children's Heart Foundation. “The generous funds raised through this partnership will help CHF continue supporting the most promising research that will ultimately touch the lives of countless children with CHDs, as well as the families and friends that love them.”

Build-A-Bear Workshop®, the interactive entertainment retailer of customized stuffed animals, offered gifts from the heart to help Guests celebrate Valentine's Day, while supporting The Children's Heart Foundation. Guests were invited to donate \$1 to the cause when they checked out at any Build-A-Bear Workshop retail location in the United States or 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 United States, Puerto Rico, Canada, the United Kingdom and 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<sup>®</sup> mascot in-stadium locations, and Build-A-Dino<sup>®</sup> 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)<sup>™</sup>. The company was named to the FORTUNE 100 Best Companies to Work For<sup>®</sup> 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).

### 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 The Children's Heart Foundation

Established by Betsy Peterson in 1996, The Children's Heart Foundation (CHF) is the country's leading organization solely committed to fund congenital heart defect research. Since 1996, CHF has funded 41 research projects with more than \$3.9 million. CHF is a national 501 C3 tax-exempt charitable organization that does not receive any government funding. The goal of the foundation is to bring health, hope and happiness to children and their families impacted by congenital heart defects, the most common birth defect in the United States. This goal is accomplished by funding the most promising research to advance the diagnosis, treatment and prevention of congenital heart defects. For more information, please visit: [www.childrensheartfoundation.org](http://www.childrensheartfoundation.org).

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