



# NOMINATE YOUR HUGGABLE HERO TODAY!

There are pawsome kids doing great things to help others and we want to hear about them! We will award each of the 10 Huggable Heroes® a \$7,500 U.S./\$8,250 CAD college scholarship and a \$2,500 U.S./\$2,750 CAD donation for their special cause. Plus, an exciting 3-day, 2-night trip where they will take part in a professional photo shoot for the 2008 Huggable Heroes calendar.

Tell us about the Huggable Hero you know or nominate yourself! Just complete this form along with a short essay.

## A. Nominator's Information (the person nominating the potential Huggable Hero)

Name: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email: (optional) \_\_\_\_\_ Date of birth: \_\_\_\_\_ Gender: M or F

How did you hear about the Huggable Heroes program? \_\_\_\_\_

Signature of nominator (if nominator is not of the age of majority in your state/province of residence, the signature should be that of a parent/legal guardian)

## B. Nominee's Information

(the potential Huggable Hero, if you are nominating yourself write "same" in the first space and move on to step C.)

Name: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email: (optional) \_\_\_\_\_ Date of birth: \_\_\_\_\_ Gender: M or F

What Build-A-Bear Workshop® store is closest to the nominee (mall name and city)? \_\_\_\_\_

\*To be eligible, nominee must be 18 years of age or younger and the portions of this nomination form that apply must be completed.

## C. Please answer the following questions about the Nominee

1 Please briefly describe the nominee's cause (ie. children's health, animal cause). \_\_\_\_\_

2 How many hours does the nominee volunteer each month? \_\_\_\_\_

3 How would you quantify the success of the community service effort (amount raised, items collected etc.)? \_\_\_\_\_

4 How many other people has the nominee inspired or motivated to help them put their project into action in their community? \_\_\_\_\_

## D.

Signature from the nominee (if nominee is not of the age of majority in your state/province of residence, the signature should be that of a parent/legal guardian)

## E. Please clearly hand print or type

in 100 to 300 words, your Huggable Heroes essay on a separate sheet of paper. The essay should include and describe:

- 1 What/who was the inspiration for the nominee's pawsome community service?
- 2 How has the nominee inspired others through their community service?
- 3 What has the nominee accomplished with their project?
- 4 What is the goal for the nominee's community service, what more does the nominee want to accomplish?

Attach this form to your essay and mail your entry **to be postmarked by February 14, 2007** to one of the following addresses:

### United States or Puerto Rico

Huggable Heroes contest  
P.O. Box 9160  
Medford, NY 11763-9160

### Canada

Huggable Heroes contest  
P.O. Box 45015  
5845 Yonge Street  
Willowdale, Ontario M2M 4K3

If you are not of the age of majority in your state/province of residence, be sure to have your parent/legal guardian sign this form and review your essay.

NO PURCHASE NECESSARY. Contest open to legal residents of the 50 United States, D.C., P.R., Canada or the U.K. Certain restrictions apply, see official rules for details.



Subject to Official Rules available at participating Build-A-Bear Workshop® stores and at [www.buildabear.com](http://www.buildabear.com)

**NO PURCHASE NECESSARY TO ENTER OR TO WIN.** Entry to the Contest is free. Purchase will not increase your chance of winning. The Build-A-Bear Workshop® Huggable Heroes® contest begins 12:00:01 a.m. ET (05:00:01 GMT) December 26, 2006 & ends 06:59:59 p.m. ET (23:59:59 GMT) February 14, 2007. Subject to the Official Rules (of which these abbreviated Official Rules form part) available with Contest Entry forms in-store at participating Build-A-Bear Workshop locations in the U.S., D.C., Canada & U.K. or online at [www.buildabear.com](http://www.buildabear.com) (U.K. residents go to [www.buildabear.co.uk](http://www.buildabear.co.uk)). To enter, Nominator must submit an original, printed or typed, 100–300 word essay about someone or themselves, who has made a difference to the quality of life in their community, complete an Entry form and mail together in a SAE to “Huggable Heroes Contest Entry” at one of the following addresses: U.S./D.C./P.R.: PO Box 9160, Medford, NY 11763-9160. CAN: PO Box 45015, 5845 Yonge Street, Willowdale, Ontario, M2M 4K3 Canada. UK: PO Box 1002, Crawley RH10 9LA. To be eligible, entries must be officially postmarked no later than February 14, 2007. Entries must include signature of Nominee and Nominator; and parent/guardian of a Nominee and Nominator if either is not of age of majority in their state/province of residence. Nominator and Nominee must be legal residents of the 50 United States, D.C, P.R, Canada or the U.K. Nominee must be 18 years of age or under on February 14, 2007. Subject to all applicable federal, state, provincial, local laws & regulations. Void outside the US, P.R, UK and CAN and where prohibited. **Prizes awarded to Nominees.**

All eligible Entries will be judged to ascertain if Nominees qualify as Semifinalists and notified by mail no later than March 20, 2007. The highest scoring 30 Semifinalists will be deemed Finalists and notified by mail no later than April 17, 2007. Finalists may then be contacted by Sponsor and may be required to complete a telephone interview. Finalists will be re-judged to determine the Winners (see Official Rules for details) and notified by mail no later than May 4, 2007. The Official Rules provide full details of the judging criteria and the division of Semifinalists, Finalists and winners across the participating territories.

**PRIZES:** Ten (10) Huggable Heroes Grand Prizes (see Official Rules for full details) (7 from the U.S./ D.C./P.R., 2 from the U.K. and 1 from CAN): A minimum of a three day/two night trip to a city in the U.S. chosen by the Sponsor for Nominee and one guest for a professional photo shoot for Nominee to be included in the Build-A-Bear Workshop 2008 calendar. Trip includes roundtrip standard class air transportation from airport nearest to winner’s residence to designated city; minimum of two (2) nights double occupancy standard hotel accommodations, and ground transportation to/from airport/hotel at destination city only. The air transportation, ground transportation, and accommodations will be at the sole discretion of the Sponsor. Winner must be accompanied by the parent/guardian that consented to the entry or another family member (over the age of majority in their state/province of residence) that such parent/guardian consents to in writing. Winner and accompanier are responsible for all costs and expenses not specifically mentioned above or in the Official Rules. Winners must be able to travel on a date specified by Sponsor in July 2007 or prize may be forfeited. Winner will also receive a \$7,500 USD educational savings scholarship and \$2,500 USD donation toward Winner’s designated cause. Approximate Retail Value (ARV): \$14,000 USD each. (30) Finalist Prizes: A \$25 Build-A-Bear Workshop gift card, ARV: \$25 USD each. Up to 125 Semifinalist Prizes (In the event no eligible entries are received in a single market, no prize will be awarded in such market): A \$15 Build-A-Bear Workshop gift card, ARV: \$15 USD each. All Prizes awarded in Winner’s local currency. Total ARV of all prizes: \$142,625 USD.

Many will enter but only 10 will win.

Sponsor: Build-A-Bear Workshop, Inc., 1954 Innerbelt Business Center Drive, St Louis, MO 63114

Visit The Workshop® stores – over 300 worldwide! ☎ [www.buildabear.com](http://www.buildabear.com) ☎ (toll free) 1-877-789-BEAR (2327)

Come play at our online community [www.buildabearville.com](http://www.buildabearville.com)

## FOR IMMEDIATE RELEASE

### For more information contact:

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## Do You Know A Huggable Hero?

### ***Build-A-Bear Workshop® is on a search for young people who have made extraordinary contributions in their communities***

When life dishes up lemons or tough situations, you can count on a Huggable Hero to turn those lemons into lemonade and help make the world a better place.

Huggable Heroes® are young people whom Build-A-Workshop® recognizes, honors and cele-bear-ates each year for providing extraordinary service in their communities.

Last year, one Huggable Hero, Bailey, age 10, coordinated the shipment of more than 12,000 packages to our soldiers in Iraq. Anthony, age 15, started a program that provided more than 80,000 hats to pediatric cancer patients who lost their hair. And Welland, age 18, created "Suitcases for Kids," which put 400,000 suitcases in the hands of children who must move from one foster home to another.

Build-A-Bear Workshop selected Bailey, Anthony and Welland and others from thousands of Huggable Hero candidates nominated by friends, family, teachers, mentors and acquaintances. Now the search for more Huggable Heroes begins again. Nominations will be accepted for Huggable Heroes, 18-years-old and younger, from December 26, 2006 until February 14, 2007. Anyone is eligible to submit a nomination. This year, in honor of its tenth birthday, Build-A-Bear Workshop will honor 10 Huggable Heroes.

"The Huggable Heroes® program reflects our commitment to empowering our young Guests to make a difference," said Build-A-Bear Workshop Founder and Chief Executive Bear Maxine Clark. "Every day we see Guests coming to our stores and putting so much heart and love into making a bear for a family member, a friend or someone in need. We knew that this concept of giving extended well beyond into community involvement. This program finds those wonderful, caring people and gives them the credit they deserve."

Nominations for the 2007 Huggable Heroes will be narrowed down to a field of 125 semifinalists and then 30 finalists. Seven winners will represent particular regions of the U.S. Two will be selected from the United Kingdom and one from Canada.

Each Huggable Hero will receive a prize worth \$10,000 (\$7,500 in the form of a scholarship and \$2,500 to be donated to the charity of the hero's choice awarded in the winner's local currency). In addition, they receive a trip to St. Louis where the winners will be honored for their good deeds, meet the other Huggable Heroes and participate in a photo shoot for the 2008 Build-A-Bear Workshop Huggable Heroes calendar.

Nomination forms are available at any Build-A-Bear Workshop® store or online at [www.buildabear.com](http://www.buildabear.com).

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## **Add One/Huggable Heroes® 2007 Press Release**

### **Our Inspiration**

Nikki Giampolo is the inspiration for the Huggable Heroes program. Nikki Giampolo loved life, loved children and loved teddy bears. She shared that love by giving bears and their hugs to all those around her, including her doctors. In 2002, at the age of 15, Nikki lost her life to cancer. Her family and friends shared with Build-A-Bear Workshop Nikki's story of courage and her hopes of helping children with cancer. Moved by Nikki's life and the way she lived it, Nikki's bear was created and supports children's cancer research and other children's health issues. Huggable Heroes, like Nikki, are special people who do things both big and small.

### **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. Founded in St. Louis in 1997, the company currently operates more than 260 stores in the United States, Canada, the United Kingdom and Ireland. The addition of franchise stores in Europe, Asia and Australia makes Build-A-Bear Workshop the leader in interactive retail. In November 2004, the company expanded the make-your-own concept from stuffed animals to dolls with the opening of its first **friends 2B made®** stores, where Guests can make their own doll friends. In April 2006, Build-A-Bear Workshop acquired The Bear Factory Limited and Amsbra, Ltd. adding company-owned stores in the United Kingdom and Ireland. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$362 million in fiscal 2005. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web sites at [www.buildabear.com](http://www.buildabear.com) and [www.friends2bmade.com](http://www.friends2bmade.com).

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### **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.