



The Children's Heart Foundation™

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## **The Children's Heart Foundation's Partnership with Build-A-Bear Workshop in February 2010 Raises One of the Largest Single Donation in Organization's History**

***\$231,301 Raised in One Month for National Congenital Heart Defect Research***

**LINCOLNSHIRE** (March 30, 2010) – Guest donations at Build-A-Bear Workshop® locations across the country raised \$231,301 for the Children's Heart Foundation and Congenital Heart Defect (CHD) research during the month of February.

The fundraiser marks the second-largest single donation to the Children's Heart Foundation in the history of the national non-profit, which funds the most promising research to learn more about CHDs, the number-one birth defect in America, which affects 40,000 babies every year and one in every 100 newborns.

“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 new 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, and its foundation supported the Children's Heart Foundation by inviting shoppers to donate \$1 at checkout registers in any Build-A-Bear Workshop retail location in the United States. A portion of the proceeds from the purchase of each Bearville Outfitters™ Virtual Stuff Game Card through March 31 can also be directed by Guests to CHF when they activate the cards at [buildabearville.com](http://buildabearville.com)®, the company's virtual world.

### **The Children's Heart Foundation**

Motivated by the needs of children, the goal of the Children's Heart Foundation is to bring health, hope and happiness to children impacted by congenital heart defects, the number-one birth defect in the U.S. The CHF accomplishes this goal by funding the most promising research to advance the diagnosis, treatment and prevention of congenital heart defects. For information on the CHF, visit [www.childrensheartfoundation.org](http://www.childrensheartfoundation.org).

### **About Build-A-Bear Workshop**

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 U.S., Puerto Rico, Canada, the United Kingdom, Ireland and France, and franchise stores in Europe, Asia, Australia, Africa and the Middle East. 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 Web site at [buildabearville.com](http://buildabearville.com). The company was named to the 2009 and 2010 FORTUNE 100 Best Companies to Work For<sup>®</sup> lists. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$394.4 million in fiscal 2009. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web site at [buildabear.com](http://buildabear.com)<sup>®</sup>.

Parental permission may be required to access buildabearville.com. Visit buildabearville.com for details.

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