



## **Build-A-Bear Workshop supports Juvenile Diabetes Research Foundation**

October 20, 2004

*Build-A-Bear Workshop participates in National Diabetes Awareness Month*

ST. LOUIS, MO (October 20, 2004) -- Build-A-Bear Workshop® is teaming up with Juvenile Diabetes Research Foundation (JDRF), in conjunction with National Diabetes Awareness Month, to raise funds for juvenile diabetes research. Throughout the month of November, a portion of the proceeds from the sale of Nikki's Bear II, 2nd in series, will be donated to JDRF. Additionally, Guests can purchase purple satin hearts for \$1. The money raised from the sale of these hearts will also be donated to JDRF.

Throughout the year, Nikki's Bear II helps raise funds for children's health and wellness issues, including juvenile diabetes during the month of November. Nikki's Bear II and the purple satin hearts are currently available in all Build-A-Bear Workshop stores and on the company website at [www.buildabear.com](http://www.buildabear.com). "At Build-A-Bear Workshop we are dedicated to making a difference in the lives of children who need it most and partnering with JDRF is a great fit," said Maxine Clark, Founder and Chief Executive Bear of Build-A-Bear Workshop. "Based on feedback we have received from our Guests, we know that diabetes is a growing concern and that many families are affected by the disease. Supporting JDRF is a great way to help this cause and get our Guests involved as well."

Since the first store opened in 1997, Build-A-Bear Workshop has continually devoted itself to issues that affect families and children. Build-A-Bear Workshop was inspired to create Nikki's Bear by Nikki Giampolo, a young girl who loved life, children and teddy bears. She expressed 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. Moved by Nikki's life and the way she lived it, a special bear, Nikki's Bear, was created in her honor to raise money to support children's cancer research and other children's health and wellness issues.

Visit your nearest Build-A-Bear Workshop® store during the month of November and support juvenile diabetes research!

### About Juvenile Diabetes Research Foundation

Juvenile Diabetes Research Foundation International (JDRF) is the leading charitable funder and advocate of type 1 (juvenile) diabetes research worldwide. The mission of JDRF is to find a cure for diabetes and its complications through the support of research. Type 1 diabetes is a disease which strikes children suddenly and requires multiple injections of insulin daily or a continuous infusion of insulin through a pump. Insulin, however, is not a cure for diabetes, nor does it prevent its eventual and devastating complications which may include kidney failure, blindness, heart disease, stroke and amputation.

Since its founding in 1970 by parents of children with juvenile diabetes, JDRF has awarded more than \$800 million to diabetes research, including more than \$80 million in fiscal year 2003. In 2003, the foundation funded 500 centers, grants and fellowships in 19 countries.

### About Build-A-Bear Workshop

Build-A-Bear Workshop is an interactive, entertainment, mall-based retailer that invites Guests of all ages to

create their own customized stuffed animals through an exciting bear-making process. The first store opened in St. Louis, Missouri, in 1997, and the company now operates over 170 locations in the USA with four stores in Canada. Build-A-Bear Workshop opened its first international store in Sheffield, England in the fall of 2003, added additional international stores in Japan, Korea, Denmark and Australia in 2004 and plans to open stores in France and Taiwan in 2005 making it the global leader in the teddy bear business. Based on a survey compiled by Shopping Centers Today, a publication of the International Council of Shopping Centers (ICSC), Build-A-Bear Workshop was one of six retailers chosen and presented with the ICSC "2004 Hot Retailer Award". For more information on the company and its products call (877) 789-BEAR (2327) or visit the company's award-winning web site at [www.buildabear.com](http://www.buildabear.com).