

Build-A-Bear Workshop

2010 Huggable Heroes Fact Sheet

- Searching For:** Ten Huggable Heroes®
- From:** United States, Puerto Rico and Canada
- Qualifications:** Young leaders, ages eight through 18 years old as of Feb. 26, 2010, who have made positive contributions in their communities and/or around the world.
- Who May Nominate:** Anyone ages eight and above -- parents, grandparents, aunts, uncles, siblings, teachers, organization leaders, friends -- young people can even nominate themselves.
- How to Enter:** Visit participating North American Build-A-Bear Workshop® stores and pick up a nomination form or download the form from buildabear.com/huggableheroes and mail it in. Entries also will be accepted online.
- Entry Dates:** Entries will be accepted from Jan. 15, 2010, through Feb. 26, 2010.
- Selection Process:** Honorees will be selected in three stages: *Semi-finalists*, *Finalists* and *Huggable Heroes*.
- The entries will be narrowed down by independent judges to 75 semi-finalists. Judges will then select 25 finalists and finally the 10 winners.
- Prizes:** Each Huggable Hero will win \$10,000 (\$7,500 in the form of an educational scholarship and \$2,500 from the Build-A-Bear Workshop Foundation to be donated to the 501(c)(3) charity of the winner's choice).
- In addition, they will receive a two-day, one-night trip to St. Louis, home of Build-A-Bear Workshop World Bearquarters. There the Huggable Heroes will be honored for their good deeds, meet the other honorees and participate in a photo shoot for the 2011 Huggable Heroes calendar.

Background:

The Build-A-Bear Workshop Huggable Heroes program is launching its seventh year of recognizing young leaders making a difference in their local communities or around the world. The program is designed to encourage and empower kids to be young leaders and honor them for their dedication and accomplishments.

Past Huggable Heroes have made a difference by:

- Helping raise funds and awareness for orphans in Africa.
- Providing eyeglasses to those in need.
- Volunteering at area hospitals.
- Providing phone cards to servicemen and women overseas.
- Providing goods and services to disadvantaged children.
- Raising money to protect endangered animals.

These are just a handful of examples. Read more about their contributions at buildabear.com/huggableheroes.

Collectively, the six Huggable Heroes classes have spent thousands of hours volunteering, raised millions of dollars in support of a variety of causes and touched thousands of people's lives through their efforts. The class of 2009 alone raised funds and gathered items valued at \$16 million and volunteered more than 6,000 hours of their time throughout the year.

There are currently 69 individuals and six groups in the Huggable Heroes Hall of Fame.