



**Until 8 February**

Come to a Build-A-Bear Workshop® store to

## **Nominate a child you know for our 5<sup>th</sup> Annual Huggable Heroes® Search!**

NO PURCHASE NECESSARY. Purchase will not increase your chance of winning. Many will enter, few will win. Certain restrictions apply. See Official Rules for details.

**Do you know a young person making a difference in your community? If so, they could be one of 12 winners to each receive £4,500 in prizes!**

(£4,500 is approximate – prize is equivalent to approximately \$10,000 USD – a \$7,500 USD college scholarship, \$2,500 USD donation for their special cause and other great rewards. Prizes will be awarded in winner's local currency.)

Visit a store or go to [www.buildabear.co.uk](http://www.buildabear.co.uk) for a nomination form.

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 7, 2007 & ends 06:59:59 p.m. ET (23:59:59 GMT) February 8, 2008. Subject to the Official Rules (of which these abbreviated Official Rules are from) available with Contest Entry forms in-store at participating Build-A-Bear Workshop locations in the U.S., D.C., Puerto Rico, Canada, U.K., Ireland & France or online at [www.buildabear.com](http://www.buildabear.com) (Canadian residents go to [www.buildabear.ca](http://www.buildabear.ca), U.K./Ireland residents go to [www.buildabear.co.uk](http://www.buildabear.co.uk); France residents go to [www.buildabear.fr](http://www.buildabear.fr).) 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 9214, Medford, NY 11763-9214. **CAN:** P.O. Box 10001, 5576 Yonge Street, North York, Ontario, M2N 0B6, Canada. **UK/Ireland:** PO Box 1002, Crawley RH10 9LA. **France:** c/o Saturn Corporation France, 33, rue Denis Papin, 59650 VILLENEUVE D’ASCQ. To be eligible, entries must be officially postmarked no later than February 8, 2008. 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, the U.K., Ireland or France. Nominee must be 18 years of age or under on February 8, 2008. Subject to all applicable federal, state, provincial and local laws & regulations. Void outside the US, PR, UK, Ireland, FR 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 18, 2008. The highest scoring 32 Semifinalists will be deemed Finalists and notified by mail no later than April 17, 2008. Finalists may then be contacted by Sponsor and may be required to complete a telephone interview. Finalists will be judged to determine the Winners (see Official Rules for details) and notified by mail no later than May 21, 2008. The Official Rules provide full details of the judging criteria and the division of Semifinalists, Finalists and winners across the participating territories.

**PRIZES:** Twelve (12) Huggable Heroes Grand Prizes (see Official Rules for full details) (7 from the U.S./ D.C./P.R., 2 from the U.K./Ireland, 2 from CAN and 1 from FR): A \$7,500 USD educational savings scholarship; a \$2,500 USD donation toward Winner's designated cause; a trip to a city in the U.S. chosen by Sponsor for Nominee and one Guest for a professional photo shoot; and the potential to be featured in the Build-A-Bear Workshop 2009 calendar. US charitable donation prize will be issued from Build-A-Bear Workshop Foundation. Trip portion of prize 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 2008 or prize may be forfeited. Approximate Retail Value (ARV): \$14,000 USD each. (32) Finalist Prizes: A \$50 Build-A-Bear Workshop gift card, ARV: \$50 USD each. Up to 141 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 winners local currency. Total ARV of all prizes: \$171,715 USD. Some entries may be judged (per the criteria set forth in the official rules) and additional portions of the grand prize may be awarded.

Many will enter but only 12 will win.

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

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Now each new furry friend you make at Build-A-Bear Workshop® can be brought to life at

**buildabearville.com™**

and comes with pawsome virtual stuff...

- An animal adventure with exclusive virtual reward
  - Cool décor to decorate your Cub Condo® house
  - Bear Bills to shop for virtual stuff
-



Come to a Build-A-Bear Workshop® store to

**Make your own lucky day!**

**Lucky Fur You Teddy**

**Arrives Friday 8 February**

Beary Limited edition Collectibear® friend

£12.50

(while stocks last)

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**15 February – 10 March**

Come to a Build-A-Bear Workshop® store to enter for a chance to win

**The Ultimate buildabearville.com™**

# Sweepstakes

NO PURCHASE NECESSARY. Purchase will not increase your chance of winning. Many will enter, one will win. Certain restrictions apply. See Official Rules for details.

**You could win a bearilliant £5,000 Family Home Technology Centre!**  
Plus be a celeBEARity at buildabearville.com™, our new online world stuffed with fun!

No purchase necessary. Purchase will not increase your chance of winning. Limit one entry per person, per day. Void where prohibited. Open to legal residents of the United States, Puerto Rico, Canada, Ireland and the United Kingdom. Promotion begins February 15, 2008. Deposit entries must be received by close of business on March 10, 2008. Mailed entries must be postmarked by March 10, 2008 and received by March 25, 2008. If entrant is under the age of 18, parent/legal guardian must sign entry form. One Grand Prize will be awarded from entries received from the United States, Puerto Rico and Canada; One Grand Prize will be awarded from entries received from Ireland and the United Kingdom. Approximate maximum retail value of each prize is \$10,000 (USD). Odds of winning depend upon the number of eligible entries received. See Official Rules for complete details. Official Rules and entry forms are available at participating Build-A-Bear Workshop® stores in the United States, Puerto Rico, Canada, Ireland and the United Kingdom and at [www.buildabear.com](http://www.buildabear.com), [www.buildabear.ca](http://www.buildabear.ca) and [www.buildabear.co.uk](http://www.buildabear.co.uk). Sponsor: Build-A-Bear Workshop, Inc. 1954 Innerbelt Business Center Drive, St. Louis, MO 63114-5760, USA.

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Come to a Build-A-Bear Workshop® store to

**Hop into Spring!**

**Pawsome Pink Bunny**

**Arrives Friday 15 February**

Beary Limited edition Collectibunny®

£12.50

(while stocks last)

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Friday – Sunday, 29 February – 2 March  
Come to a Build-A-Bear Workshop® store to

## CeleBEARate Leap Day!

- **FREE** T shirt for you plus a virtual T shirt for your online character and furry friend at [buildabearville.com](http://buildabearville.com)™ with a purchase of £15 or more
- Beary Limited edition **Leap Day** birth certificate when you make a new furry friend on 29 February  
(free gifts while stocks last)

Not a citizen of Build-A-Bearville?  
Sign up & play today!