

JUNE 2012



Cubazine

STUFFED WITH FUN

Camp Knot Tips

Sneak Peek:
NEW furry friends
coming soon

& so much
more!

Enter the
Trip to Bearadise
Sweepstakes



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Unscramble fun summer words.



ASK CHLOE!

CHLOEROCKS™ ANSWERS YOUR QUESTIONS

Hi there! I'm ChloeRocks, host of The Chloe Show on Bearville.com™. Plus, I have a blog – it's like my digital diary – where I write about all things cool like fashion and friends and fun stuff at school. In each issue, I answer YOUR questions on what's happening now in the real and virtual worlds.



Q: Is camp back this summer?

A: Camp Happy Heart starts July 1 and will be more fun than ever! Complete special Camp challenges every day to earn points for your team. You can join 1 of 4 teams competing for some beary cool virtual prizes. Sign up at the Floating Cabin and receive your team's T-shirt and emoticon and start earning points for your team! Tell your friends to get registered, too. Camp Happy Heart rocks!

Q: I love swimming in the summertime. What fun stuff is there to do by the beach?

A: There is going to be super cool stuff to do. New friends are under the sea of Bearville! Go on pawsome adventures and a beary fun treasure hunt. Hope to SEA you soon!

SEND TO:
Ask Chloe!
c/o Cubazine
1954 Innerbelt Business Ctr. Dr.
St. Louis, MO 63114-5760
OR E-MAIL ME AT:
cubazine@buildabear.com

Get crafty with
CraftSHOP on
BEARVILLE.COM!



Learn how to make
colorful fabric flowers.
No watering required!
Go to
[www.bearville.com/
Home/Videos](http://www.bearville.com/Home/Videos)



from the desk of
Maxine

Dear Friends,

Are you ready for some summer fun? I'm especially excited about this summer. It's our 15th birthday this year and we've made over 100 million friends – now, that's a reason to celebrate! Join us for some pawsome events at your local store throughout the summer. Plus, as part of our celebration, we're sharing stories. I would love to hear what Build-A-Bear Workshop means to you. Share your special story or upload a video about your beary first bear or an unFURgettable gift at buildabear.com/stories.

Make new friends, share lasting memories and have a great summer!

Bear hugs,

Maxine Clark

Maxine Clark
Founder and Chief Executive Bear
maxine@buildabear.com

HAPPY CAMPERS

SLEEP-AWAY SUMMER CAMP CHECKLIST

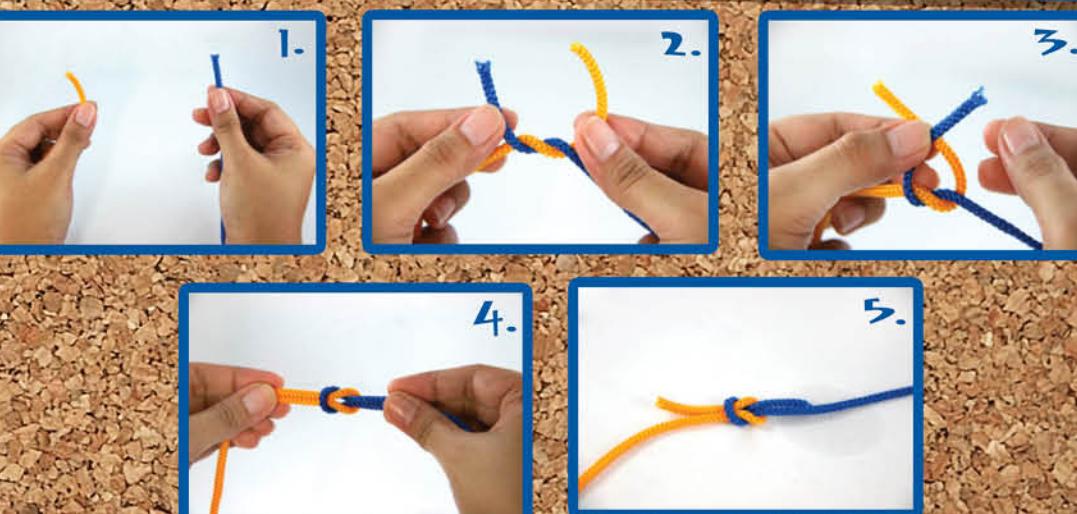
- T-shirts
- Shorts
- Sweatshirt
- Jacket
- Pants
- Pajamas
- Swimming suit
- Flip-flops
- Sneakers
- Towels
- Sleeping bag & pillow
- Flashlight
- Toiletries
- Notes, envelopes & stamps to write home
- Your favorite furry friend

BEARRIFIC TIP: Label all of your stuff with your name or initials.



HOW TO TIE A SQUARE KNOT

1. Take 2 pieces of rope about 12" long each.
2. Tie an overhand knot, twisting the right end around the left end.
3. Next, put the left over the right and tie another overhand knot.
4. Pull on all four ends, away from the knot.
5. You did it! Pawsome job!



A simple knot
that's great for fishing,
camping, boating and more
- even jewelry!



CAMP



**TOE-tally sweet friends arrive June 29 at
BUILD-A-BEAR WORKSHOP**

**SKECHERS
HOT LIGHTS
BEAR**



Purchase includes a 25% off SKECHERS® coupon for you!

buildabear.com

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(While quantities last. Outfits, accessories and shoes sold separately. Coupon not valid on select fitness styles and sale items; additional exclusions may apply.)

SKECHERS

SHOE BIZ



The first shoes were made out of animal hide more than 4,000 years ago. They were tied around the feet to provide protection.

Shoes all over the world were the exact same until the 19th century. Then, left- and right-foot shoes were introduced in Philadelphia.

In the Middle East, heels were added to shoes to keep feet off the hot sand.

The first American sneakers were made in the early 1900's.

Sandals were created for warm climates where the soles of the feet needed protection but the tops needed to be cool.

The first woman's boot was designed for a queen in 1840.



Our first soft-sole bear shoes were introduced in 1999.

Follow the laces to match the footwear to the place it comes from.



1. GETA



2. MOCASSINS



3. SNOW BOOTS

Holland

Japan

Canada

Italy

North America

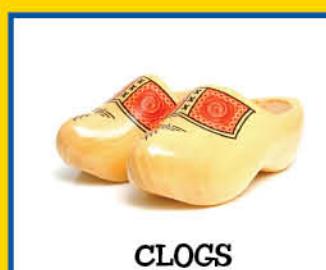
Spain



4. ESPADRILLES



5. GLADIATOR SANDALS



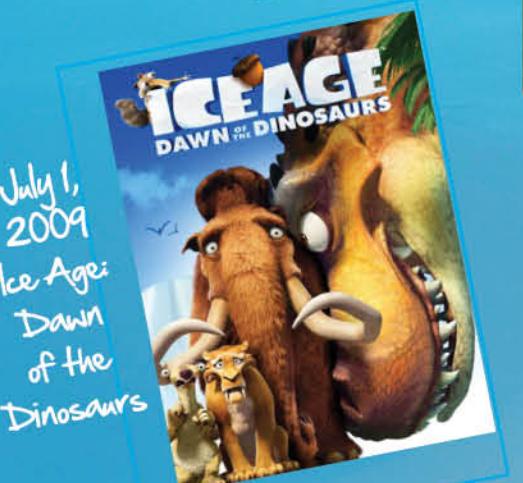
6. CLOGS

ANSWERS: 1. JAPAN, 2. NORTH AMERICA, 3. CANADA, 4. SPAIN, 5. ITALY, 6. HOLLAND

ICE AGE™ CONTINENTAL DRIFT



SD



If you go back in time thousands and thousands of years, that's what you would find. Welcome to the ice ages. At least one-third of the world was ice. Men and women lived in caves as far back as 35,000 years ago and woolly mammoths, mastodons and other furry animals roamed the Earth.

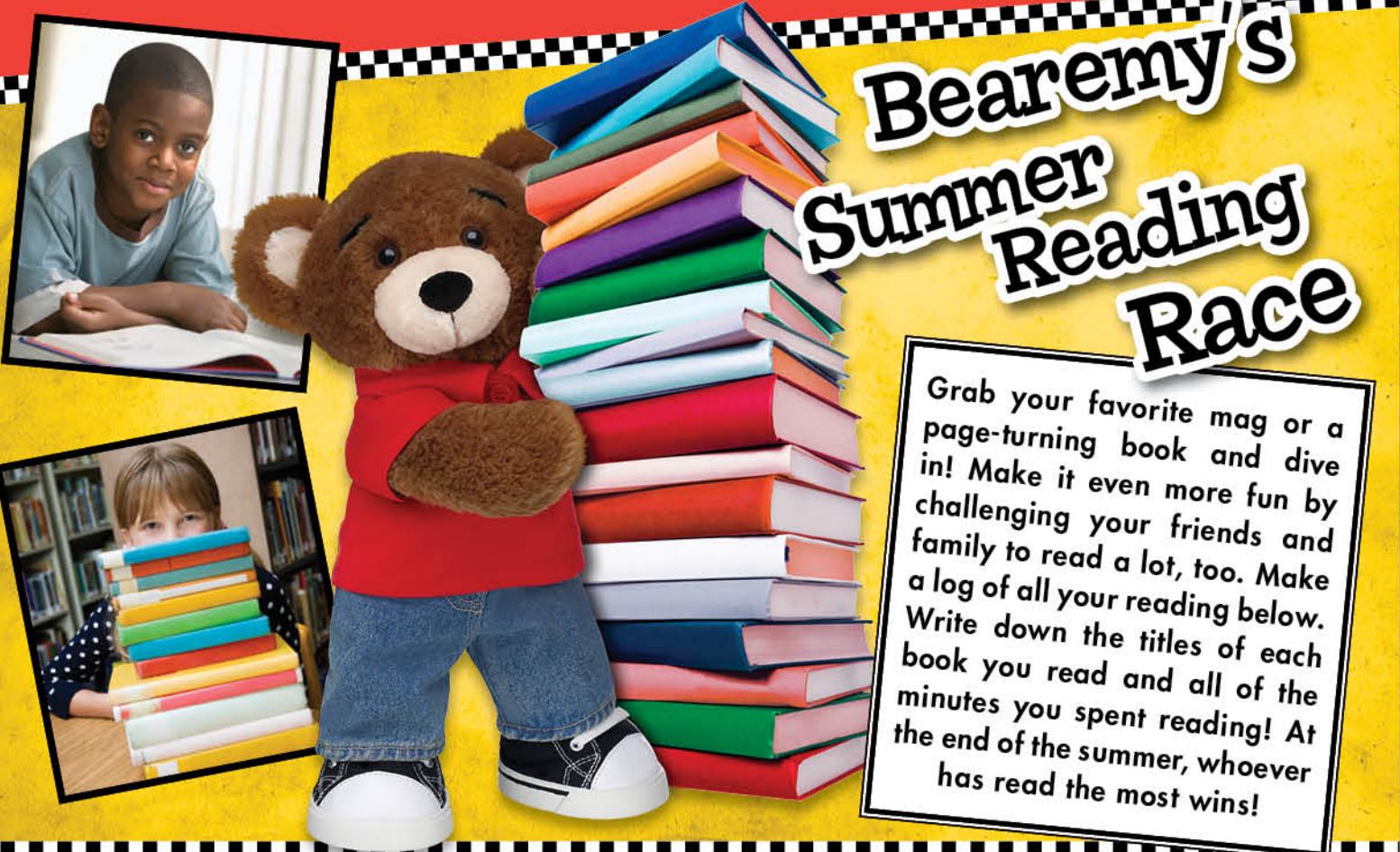
Take a journey to a "cool" icy world. Join Sid, Scrat and the gang, along with some new friends, for another adventure in the Ice Age!

SCRAT



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BOOK TITLE:

TIME READ:
(in minutes)

TOTAL NUMBER OF BOOKS READ: _____ TOTAL TIME READ: _____

HUGGABLE HEROES.

Shannon M., 18,
Basking Ridge, NJ

Shannon founded Shannon's After-School Reading Exchange (SHARE) to empower girls in Africa through education. She has volunteered in Tanzania to create and fill libraries with donated books. To date, she has raised \$200,000 for four libraries, collected 23,000 books, and brought electricity to three schools.



FASHION ROCKS!

Look super cute this summer in all the hottest styles! Bright neon colors, ruffles and my fave, leopard prints. Show off your own style and don't forget to accessorize every outfit with a smile!



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JUNE 1 – 28

Enter for a chance to win the

TRIP TO BEARADISE SWEEPSTAKES

A 4 DAY, 3 NIGHT LUXURY INCLUDED®
FAMILY VACATION FOR 4 TO ANY BEACHES RESORT
IN TURKS & CAICOS OR JAMAICA, INCLUDING
AIRFARE FROM DELTA VACATIONS!

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DELTA
VACATIONS



13 WINNERS!

NO PURCHASE NECESSARY TO ENTER OR TO WIN. Entry to this Sweepstakes is free. Sweepstakes begins June 1, 2012 and ends June 28, 2012. Open to legal residents of the 50 United States, District of Columbia, Puerto Rico and Canada, 5 years of age or older on date of entry. VOID WHERE PROHIBITED. For complete Official Rules and how to enter go to participating Build-A-Bear Workshop® locations in the U.S., D.C., P.R. & Canada or online at www.buildabear.com/beachessweeps. Many will enter but only 13 will win.

WHAT DO "FRIENDS"
MEAN TO YOU?

F
R
I
E
N
D
S

Furbulous

Really cool

Incredible

Extra special

Nice

Doing stuff
together

Sharing smiles



Arrive
August
3

(While quantities last. Outfits and accessories sold separately.)

BFF Bracelets

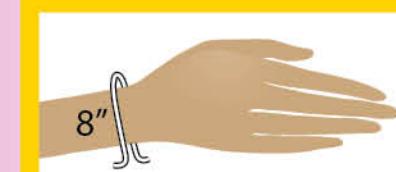
YOU'LL NEED:

Elastic string

Colorful beads

Initial beads (you and your friend's initials)

1. Cut a piece of elastic string to fit around your wrist, about 8 inches long.



2. Tie a knot or secure a bead at the end of the elastic string.



3. String colorful beads onto the elastic until half of the elastic is filled with beads.



4. String initial beads onto the elastic so it is in the middle of the bracelet.



5. Continue stringing beads onto the rest of the string until you have a little bit of elastic left.



6. Tie the elastic ends together in a knot.



Give to your BFF!

SUNNY SUMMER MIX-UP!



1. A CELEBRATION BY THE WATER.

OOPL TRAPY

2. A TRIP TO SOMEPLACE FUN.

INOAATCV

3. ROASTING MARSHMALLOW ON THE CAMPFIRE.

PTUOAMC

4. PROTECT YOUR SKIN.

EENNUSSRC

5. TAKE A DIVE.

GMMIIWSN LOPO

6. PERFECT WHEN THE SUN'S OUT.

LAGSSNUSSE

7. TIME TO DRY OFF.

HCABE ELOTW

8. YELLOW AND WARM.

NNIESUSH

9. TOSS IT AROUND WITH FRIENDS.

CBEHA LABL

10. A PLACE TO MAKE NEW FRIENDS.

RUSMEM PCMA

