



Cubazine

STUFFED WITH FUN



Loveable New Friends

Get Crafty for Valentine's Day

BABW Exclusive -
HARAJUKU HUGS!

& so much more!

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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: Are there any new quests to play?

A: YES! There are lots of pawsome new quests to conquer. You can help a huggable pooch find heart-shaped dog bones. Or look for hearts with a famous kitty. A beautiful princess bear needs help finding her sparkly tiaras. You can also get a makeover with a beary fashionable panda! Have furbulous fun!



Q: What fun stuff is there to do in Bearville?

A: The 2nd annual Jr. CyBearGuide® Convention is January 11 – 31. There are so many fun things you can do! There will be free gifts plus special guests, games and more! It's all about celebrating Jr. CyBearGuides! Plus, the more you visit – the more cool stuff you can earn during this event! Plus, there is open enrollment if you want to become a Jr. CyBearGuide.



And, don't miss the Annual Valentine's Day Dance February X – X at the Gymnasium in Bear University. Wear the outfit you love the most and show off your sweet dance moves!



SHARE YOUR STORY

Tell us about your beary first bear, a special occasion with us or an unFURgettable gift at buildabear.com/stories

from the desk of
Maxine

Dear Friends,

This is an extra sweet time of year and the perfect time to remind your friends just how much they mean to you. Being a great friend is such a pawsome quality, so give the gift of friendship to last forever during our Bear-uary™ celebration, going on now through February 14.

It's also time for our 10th annual Huggable Heroes search. I am so proud of this program because it acknowledges and rewards young people who make an incredible difference in their communities. If you know someone who dedicates their free time to help others, nominate them to be a Huggable Hero! See page 13 for all the details.

Finally, take the time to celebrate the good stuff....because special stuff happens every day!

Bear hugs,

Maxine Clark

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



What's
YOUR
question?

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



BEAR♥UARY™

A CELEBRATION STUFFED
WITH LOVE, HUGS AND
FRIENDSHIP!

Through February 14, share the
fun, wish upon a heart and make
new friends – like Hugs-A-Plenty
Puppy and Love Hello Kitty®!



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MARK
YOUR
CALENDAR



NEW YEAR'S
DAY

What are your
resolutions?



NATIONAL
HAT DAY

Top off your
look with a fun
hat.



NATIONAL
HUGGING
DAY

Give someone
a squeeze!



NATIONAL
PIE DAY

Enjoy a slice –
YUM!

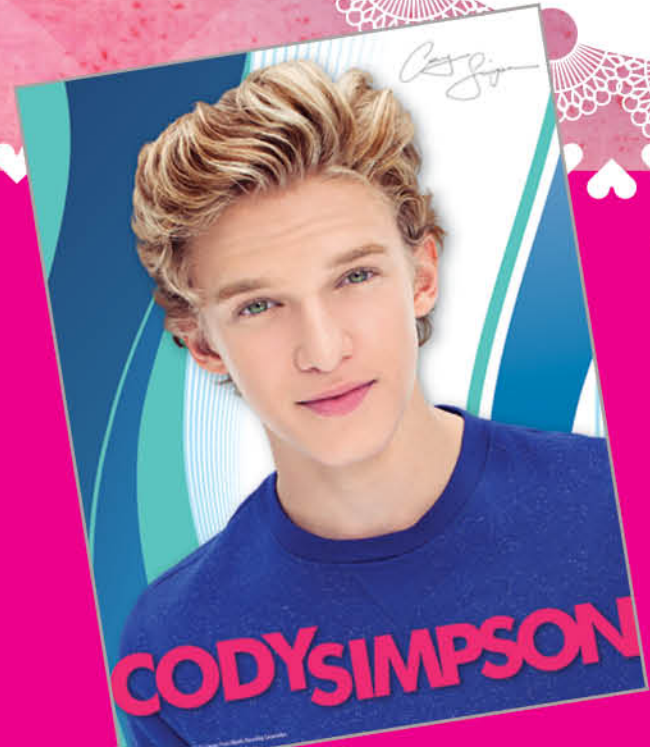


NATIONAL
PUZZLE DAY

What's your
favorite kind
of puzzle?

JANUARY 4 FEBRUARY 14
BEAR-uary™

Make the **cutest** Valentine box for school, using your new furry friend's red Valentine's Day **Cub Condo®** house. With a grownup's help, cut an opening near the top of your Cub Condo. Then, get **creative!** **Decorate** with heart-shaped stickers, glitter, rhinestones and more. Write **your** name on it so all of your classmates know it's yours. You can also add **sweet** sayings like Be Mine or XOXO. Use your imagination to make it **pawsome!**



Now through February 14, you can make a gift and get **FREE** Valentines!

(While quantities last. Offer valid with a purchase of \$20 or more.)

- INCLUDES:**
- Cody Simpson poster
 - 35 Stickers
 - 24 Beary Fun Valentines
- PLUS** each Valentine includes a special message from Cody Simpson!



BABW® EXCLUSIVE



HARAJUKU HUGS
(HARA-JU-KOO HUGGS)
N: A MAGICAL AND
INSPIRING WORLD OF
FASHION WHERE G
AND THE HARAJUKU
GIRLS (LOVE, ANGEL,
MUSIC AND BABY)
"EMBRACE" THE SUPER
CUTE STYLES FOUND
ON FASHION LOVING
GIRLS THROUGHOUT THE
HARAJUKU DISTRICT
OF TOKYO.

ARRIVING
JANUARY
18

YOUNG PEOPLE GATHER HERE
DRESSED IN FASHIONS THAT
ARE AS UNIQUE AS THEY
ARE! FRIENDS HANG OUT AND
SHOP HERE, AND FASHION
DESIGNERS GET INSPIRED
BY THE STYLES. HARAJUKU
IS A FASHION CAPITAL OF
THE WORLD. WHAT'S YOUR
FAVORITE LOOK?



**WHAT'S
A BEAR TO
WEAR®**



MIX AND
MATCH, ADD
FUN PRINTS,
PLAY WITH
COLOR.

MAKE
FASHION FUN
WITH RUFFLES,
STRIPES AND
DOTS.



WHATEVER
YOU DO,
CREATE A
STYLE THAT'S
AS UNIQUE
AS YOU!



BEAR

ARRIVING
JANUARY
11



Includes crown!

©Disney



AN UP-DO FIT FOR A PRINCESS!



Bearrific Bun

1. Gather hair at base of neck.
 2. Secure hair with a ponytail holder.
 3. Twist ponytail and wrap it around itself.
 4. Tuck ponytail under and secure bun with an additional ponytail holder.
 5. Push bun against head to flatten.
- Secure with a bobby pin on the top, bottom, left and right side of the bun.

Tip: Tie a ribbon around the bun for a beary cute look.



Learn how to do these Bear 'Dos



Furbulous French Twist



Beary Braided Crown

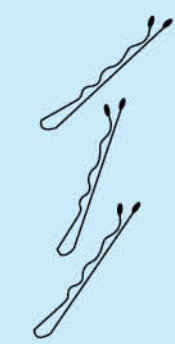


Pawsome Twisted Ponytail



Pawfectly Loopy Pigtails

What you'll need:



Full instructions can be found online at www.buildabear.com/hairstyles

HUGGABLE HEROES®

Where Are They Now?

More than 100 kids have been named Huggable Heroes! Many started their own nonprofit organizations and inspired others to join their causes. Over the past 10 years, the Huggable Heroes have collectively raised more than \$9.4 million, have collected over 316 million items to donate and recruited thousands of volunteers to help with their efforts. It has encouraged so many young people to make a positive difference in their communities and around the world. In 2013, the Huggable Heroes program will celebrate its tenth year of honoring young people who do their part with heart.

Katie Stagliano

- Katie Stagliano was honored as a Huggable Hero in 2009 for creating "Launch Katie's Dream" to help make sure no child goes hungry when she was just 10 years old.
- Last September, at the age of 14, Katie was the youngest person ever to receive the Clinton Global Citizen Award, recognizing individuals from various sectors who demonstrate visionary leadership in addressing global challenges. Katie received the honor for her efforts as founder and chief executive gardener of Katie's Krops, a nonprofit organization that starts and maintains gardens and donates the harvest to people in need.
- She sits on the Youth Advisory Board for the Alliance for a Healthier Generation and is a Global Teen Leader for the We are Family Foundation.



Zach Bonner



- Zach Bonner was a Huggable Hero in 2007. He started The Little Red Wagon Foundation, a non-profit organization helping underprivileged youth, such as homeless kids or those affected by natural disasters.
- The movie "Little Red Wagon" is based on the story of eight year old Zach Bonner who sets out with this beat-up wagon to help homeless children in America in the wake of Hurricane Charley!



Talia Leman

- Talia was named a Huggable Hero in 2007. She is co-founder of RandomKid, a non-profit organization that works to support youth around the world to encourage their creativity and giving power for other great causes. This summer she was named a recipient of the 2011 National Jefferson Award – known as the "noble prize" for public servants.
- In 2012, Talia wrote her first book, titled "A Random Book About the Power of ANYone". Her message is simple – everyone has what it takes to make a difference for anything that matters to them.
- The BIG Return is her newest venture which she created with members of the St. Louis community to get kids involved in social change by challenging them to take action and create ways to solve the issues affecting their lives.

2013 Huggable Heroes® search!



Do you know a young person doing their part to make a difference in your community? If so, we want to hear about them! Pick up a nomination form at your local store or enter online at buildabear.com/huggableheroes.



Closet of Fun!

Take the green letters from the word search and fill in the missing word in the jokes below.

e i e o a s r s s s o s i i t e
a r i e o h o h h e t h g a n s r
s s r b b e a g a b h s h r k t s
t h s e i h s t l e b w i n e t h
g e a h a r h d s h o e s o h w n
r i w s e h i a t e w h s s t g t
s r b s a s r h n r t o a t e a s
d k s i e a t s a g i w i h s s t
s n r s l i o u p t e k e t a b t
l s e s u r i d s s t r s r g r b
h s o s e a e e r t b n s s s t t
d h e e t k i r t l t h e b d e t
i h u a t u s h e l t n r e i r o
e s s a e b b s t t o h d d n k b
s h e n g s a h n n s s p r s s i
a s r i e a t s s k s t r s b d b
n h e e s e i i l e u s e h l b i

Shirt
Pants
Skirt
Shoes
Hangers
Hats
Belts
Dress
Suit
Bow tie

What did the necktie say to the hat?
You go on ahead. I'll _____ around for a while!

ANSWER: HANG

What clothes does a house wear?

_____!

ANSWER: ADDRESS