



FEBRUARY

sun	mon	tues	wed	thurs	fri	sat
	1	2	3	4	5	6
7	Boy Scout Day	8	 9		11	12
 NBA All-Star Game Valentine's Day		15	16	17	18	20
	Family Day	 22		24	25	26
21						27
28					 29	
Purim						

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Call (toll free) 1-877-789-BEAR (2327)



YOUR
HERO
HERE



HUGGABLE HEROES.
Kids Doing Their Part With Heart

Through February 26
Nominate a kid you know for our
7th Annual Huggable Heroes® search

NO PURCHASE NECESSARY. 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 10 winners to receive \$10,000 in prizes!
(a \$7,500 college scholarship, \$2,500 donation for their special cause and other great rewards)

Visit a store or go to **HYPERLINK** "<http://www.buildabear.com>"
www.buildabear.com/huggableheroes for a nomination form.

NO PURCHASE NECESSARY TO ENTER OR TO WIN. Entry to the Contest is free. Prizes will not increase your chance of winning. The Build-A-Bear Workshop® Huggable Heroes® Contest begins 10:00:01 a.m. ET ("Eastern Time") January 15, 2010 & ends 5:00:00 p.m. ET February 26, 2010. Subject to the Official Rules available with Contest Entry Form located at participating Build-A-Bear Workshop locations in the U.S., D.C., P.R. & Canada or online at HYPERLINK "<http://www.buildabear.com>" or HYPERLINK "<http://www.buildabear.com/huggableheroes>" (U.S. residents) or HYPERLINK "<http://www.buildabear.com/huggableheroes>" (U.S. residents) or HYPERLINK "<http://www.buildabear.com/huggableheroes>" (U.S. residents). Follow the links to the contest area and complete the registration form. BY MAIL: Complete the Official Entry Form along with your short answer responses to the community service questions about someone or yourself who has made/makes a difference to the quality of life in their community and/or around the world. Mail to "Huggable Heroes Contest Entry" at either U.S./D.C./P.R.: PO Box 43119, Milwaukee, WI 53243-1119 or CAN: P.O. Box 100001, 5576 Yonge Street, North York, Ontario, M2N 6B4, Canada. Entries must be postmarked by February 26, 2010 & received by March 5, 2010. Entries must include consent of Nominee and Sponsor, and consent of parent/guardian of a Nominee and Sponsor if nominee is not of age of majority in their state/province of residence. Nominee and Sponsor must be legal residents of the U.S., D.C., P.R. or CAN. Nominee must be 8 years of age or older. Nominee must be between the ages of 8 - 18 as of February 26, 2010. Subject to all applicable federal, state, provincial and local laws & regulations. Void outside the U.S., P.R. and CAN and where prohibited. PRIZES: Ten (10) Huggable Heroes Grand Prizes (18 from the U.S./D.C./P.R. and 2 from CAN): A \$7,500 USD educational savings scholarship; a \$2,500 USD donation toward Nominee's choice of a \$601 (600) designated charity or a registered Canadian Charity; a trip to a city in the U.S. chosen by Sponsor for Nominee and one Guest at a designated time in July 2010 (Approximate Retail Value ("ARV") of trip \$2,000 USD); and a Flip-Mini HD Video Camera (ARV of camera \$200 USD). Trip includes roundtrip standard class air, maximum of one (1) night double occupancy standard hotel accommodations, and ground transportation to/from airport/hotel. Approximate Retail Value (ARV): \$12,200 USD each. Twenty-five (25) Prizes: A \$50 Build-A-Bear Workshop® Bear Buddie® gift card, ARV: \$50 USD each. Seventy-five (75) Special Prizes: A \$15 Build-A-Bear Workshop® Bear Buddie® gift card, ARV: \$15 USD each. Total ARV of all prizes: \$124,375 USD. Prizes awarded to winning Nominees or parent/legal guardian on behalf of winning Nominee if a minor. Many will enter but only 10 will win a Grand Prize.

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

