



FEBRUARY

sun	mon	tues	wed	thurs	fri	sat	
	1	2	3	4	5	6	
NFL Super Bowl XLIV	7	8 Boy Scout Day	9	10 BEARY O'LUCKY TEDDY Arrives February 15 \$16 (while quantities last) Get this FREE gift at buildabearville.com*	11	12	13
February 14 VALENTINE'S DAY! The Spot for PERSONALIZED GIFTS! Personalize a furry friend in hundreds of outfits and accessories, record your own sound for just \$8 or even add embroidery up to 3 lines for only \$8! Find pawfect gifts at over 400 stores worldwide or shop online at buildabear.com*	15	16	17 Ash Wednesday	18	19 NBA All-Star Weekend Lincoln's Birthday	20	
NBA All-Star Game Valentine's Day	21	22 President's Day	February 15 - March 4 Play Luck O' The Bearish Instant Win Game Ask an associate for details.		25	26	27
28					Through February 26 Nominate a Huggable Heroes®! (see back for details)		



**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 either 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 Winner's choice of a \$60,000 USD 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/land. 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.

