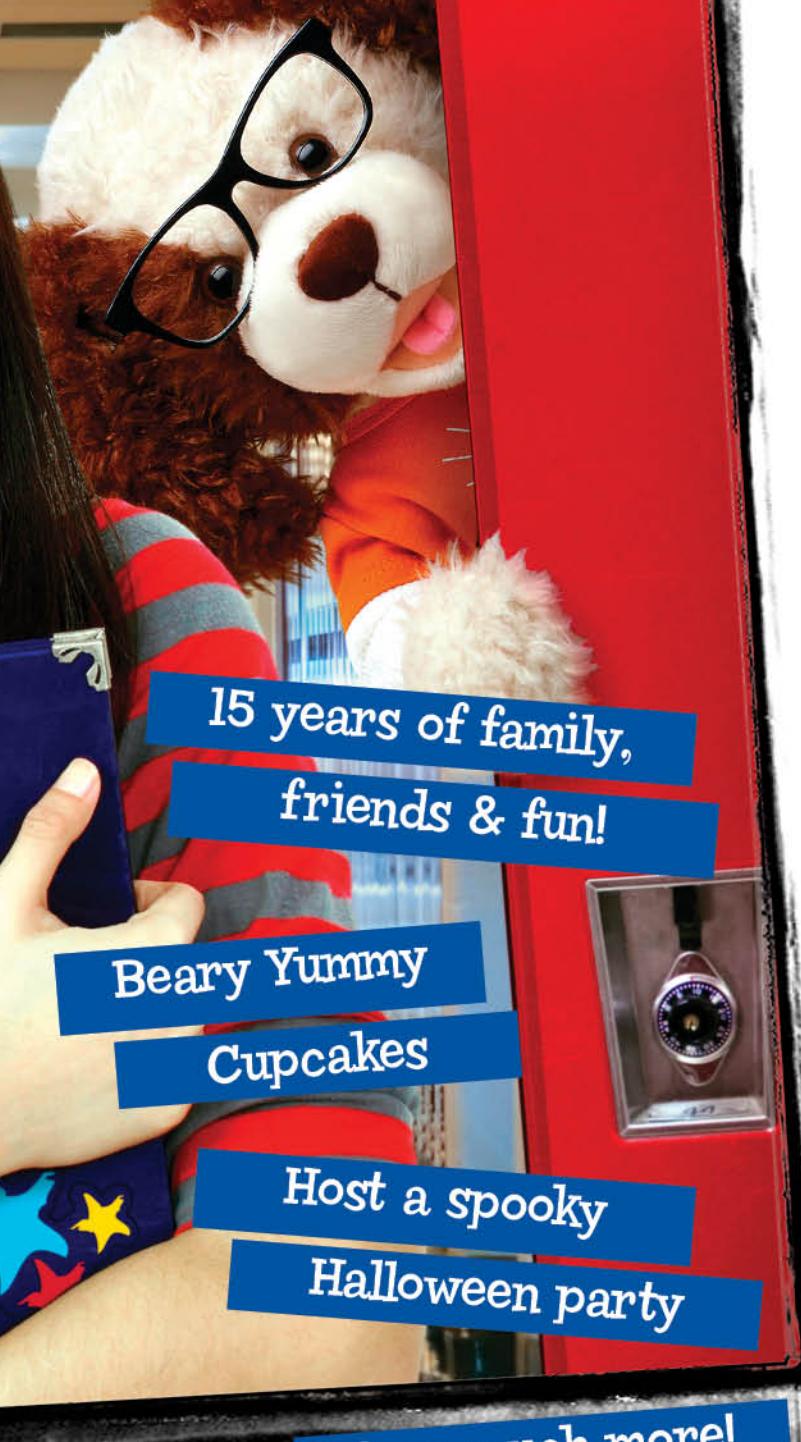




Cubazine

STUFFED WITH FUN



15 years of family,
friends & fun!

Beary Yummy
Cupcakes

Host a spooky
Halloween party

& so much more!

in this issue

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15 years of family, friends & fun!

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Kids doing their part with heart! Plus, meet School Cool Bearemy®.



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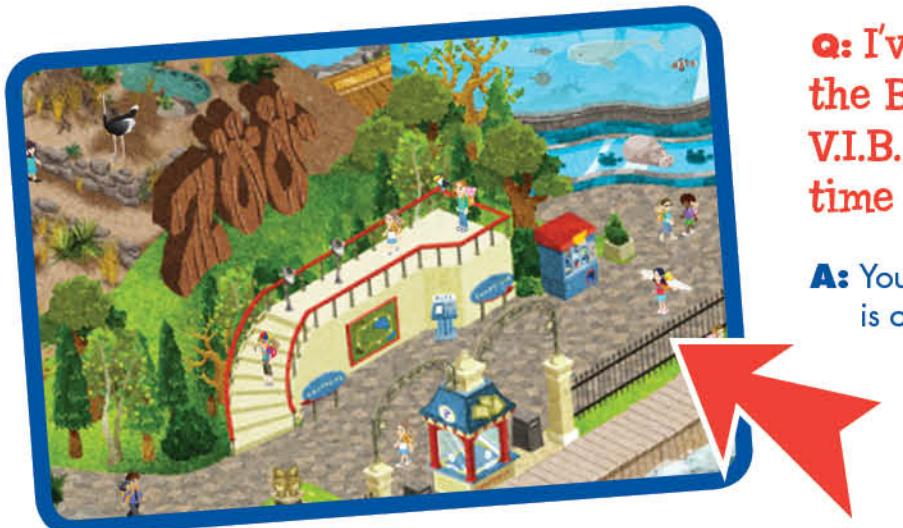
Can you guess the winter words?



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: Are there any new games to play?

A: Definitely! There are several new games to play throughout Bearville. Check out our newest game all about sports and friends! Just click on the games tab to play. Plus, don't miss cool new quests to conquer!

Q: I've always wanted to visit the Bearville Zoo but I'm not a V.I.B. member. Is there ever a time anyone can visit the zoo?

A: You are in luck! The Bearville Zoo is open to EVERYONE from August 31 to September 3. Take a trip there – you can hang out with friends, see lots of cuddly animals, play games and more.

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



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,

It's hard to believe that 15 years ago this October, our first Build-A-Bear Workshop® store opened in St. Louis, Missouri. What an exciting time that was. It all started with an idea my best friend, Katie, who was 10 years old at the time, had to make her own stuffed animals. It was her inspiration that brought Build-A-Bear Workshop to life.

Just think, it began with one little girl and a friendship that has led to over 100 million furry friends. Celebrate this beary special milestone with us! And always rememBEAR, YOU can make a difference! If you have an idea, I would encourage you to share it with others – you never know where it can lead.

Bear hugs,

Maxine Clark

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



We are **FAMILY!**

Meet Jill & Molly

These two have been a part of the Build-A-Bear Workshop® family from the beary beginning. Jill and our founder, Maxine, were longtime friends and business associates and Jill's daughter, Molly, was an original member of our Cub Advisory Board! Today, both mother and daughter work at World Bearquarters in St. Louis, Missouri.



Jill, DIRECTOR OF BEAR AND PUBLIC RELATIONS
Molly, DIGITAL COMMUNITY MARKETING BEAR



Check out the **FURRY FRIENDS HALL OF FAME COLLECTOR'S GUIDE**
to see every friend we've made in the past 15 years!
You can find it in the **ABOUT US** section at buildabear.com.



TOP 5 REASONS TO PARTY WITH US!

1.

THE ULTIMATE PARTY FAVOR

Each Guest gets to choose their own furry friend to make & take home!

2.

DEDICATED PARTY LEADER

Helps customize the right party for you.
PLUS hosts your special day & keeps your Guests entertained from start to finish.

3.

GUEST OF HONOR PERKS

Will be in the spotlight PLUS receive beary special gifts!

4.

FREE VIRTUAL GIFTS

For each Guest to redeem on Bearville.com™!

5.

FUN

A one-of-a-kind party experience for everyone!



GAME ON!

FURBULOUS FASHION SHOW

Strike a pose! Let your newly made furry friends take center stage in a fashion show. Have your party Guests raise their new friend high in the air and do a walk down the runway. The "runway" can be walking across a long piece of carpet, walking in a single file line throughout your house or anything else you can think of.



BEARY YUMMY CUPCAKES

INGREDIENTS:

Cupcakes (store bought or make according to cake mix package)

Pink icing

White icing

Black icing

Marshmallow crispy treats (store bought or make according to cereal box package)

With a grownup's help:

Ice cooled cupcakes with pink icing. Form marshmallow crispy treats into balls to make a bear body, paws and ears. Use white and black icing for eyes and mouth. Eat and enjoy!

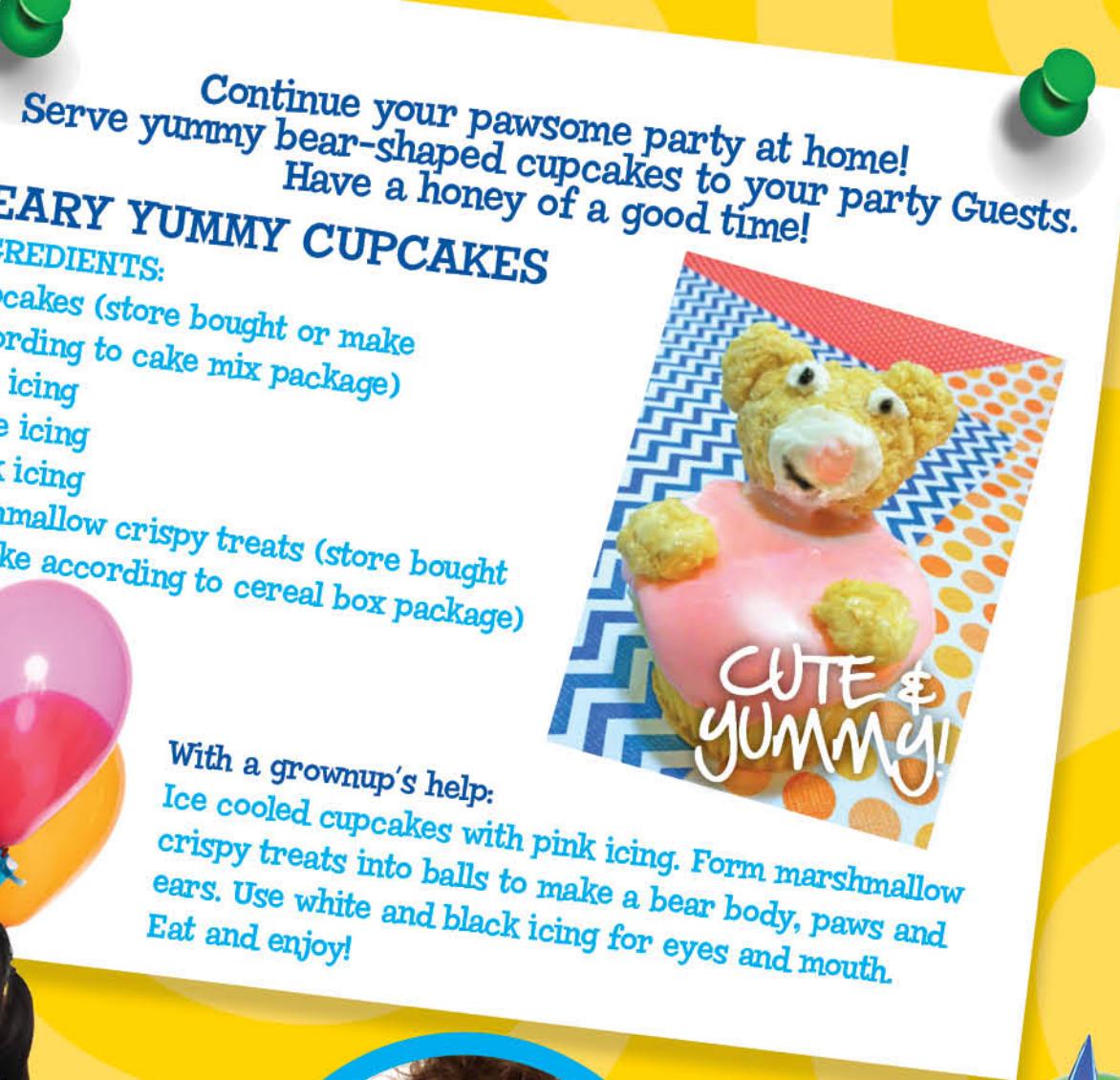


ROAR!

ROAR, BEAR, ROAR!

This game is roaring with fun! Ask all of your party Guests to form a circle around the Guest of Honor. Blindfold the Guest of Honor and spin her/him around 3 or 4 times, then face her/him in front of a party Guest. The party Guest then has to roar like a bear. The Guest of Honor has 2 guesses to figure out who is roaring! If she/he guesses correctly, the 2 switch places.

Party like
an animal!



Shake IT UP!

Bunny

Arrives
September
14



Express yourself with **FASHION!**

Rock the latest trends like leopard – print and bright colors with bling. Add accessories to complete your look. Choose something unique for your own personal touch. Have fun with fashion and let your style shine through!



HUGGABLE HEROES.

Kids Doing Their Part With Heart

How do you balance school and your charitable work?



Ceilidh M., 18, New Westminster, BC

I absolutely love doing the bullying prevention program and giving presentations, but at times it can be overwhelming. In addition to maintaining an incredibly hectic schedule, I have a heavy course load and a part-time job. As my days are so jam-packed, it can be difficult to balance both school and charitable work. My advice, "Remember, no one can do it all. Be willing to give up some things to focus on what REALLY MATTERS most to you."

Yash G., 15, Irvine, CA

My passion for my non-profit organization is the driving force that helps me in balancing my time and effort in both my school work and my work with my organization. When you are passionate about something, one way or another, the end result is something you appreciate and wanted. It is because of the enjoyment and passion I have for Sight Learning, an organization that collects and donates used eyeglasses for students in third world countries, that I am able to balance it with my strenuous school work and continue to help many people around the world.

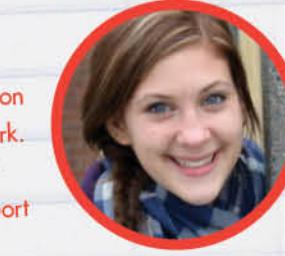


Lulu C., 12, Encino, CA

I set aside a homework-free day a week. This is a day where I get to do the things I love. If I do my charity work on a day where I've already used up lots of brain power for schoolwork, then I'm not as creative as I need to be. Also, I go to a school that doesn't believe in weekend homework. I think that's a good policy because it gives us time to develop interesting parts of our lives instead of just being students. I wish every kid had that advantage.

Sarah C., 18, Bettendorf, IA

School and charity work are both incredibly important to me, so I work hard to make lots of time for both of them. In order to make sure I'm doing my best work no matter what I'm doing, I like to focus on just one thing at a time. I've also learned that it helps to intertwine my school work and volunteer work. When I'm assigned research projects, I choose topics that relate to both my academic and volunteer interests. But of course, I could never balance all of my work by myself. It's important to build a support network of people who are willing to step in when the workload becomes overwhelming.



Allyson A., 16, Santa Rosa, CA

Maintaining a healthy balance between the non-profit I started, Threads for Teens, and school has always been a challenge. To make sure that my school receives enough attention and I can put a proper amount of work into Threads for Teens, I make to-do lists everyday of what needs to be done. I order the tasks by importance, that way I make sure to get everything done in a timely and appropriate manner.



Will L., 9, Fort Worth, TX

The key to balancing school and my charitable work is staying organized. During the week, my school work comes first. Once I have my assignments taken care of, I have more time to work on my charity work and all my group activities. I have to say, balancing the two things is a lot easier when you have friends and family who are supportive of the charity work. My team of friends enjoy helping, so delegating all the tasks really helps.



Learn more about all of our Huggable Heroes at
heroes.lovehugssmiles.com/

Arrives
October
19

SCHOOL COOL BEAREMY®



The older Bearemy gets, the more he knows! He's been all around the world and learned from all kinds of friends. It's filled his head with smarts and lots of beary important things. He's even learned the latest trends and rocks the coolest styles.

Read his full story starting October 19 at [buildabear.com/animalstories!](http://buildabear.com/animalstories)

Join us for

KOOKY SPOOKY BEAR BASH®

Friday – Sunday, October 26 – 28

You and your bear can dress in costume

- You and your bear can dress in costume
- **FREE** virtual gift on bearville.com
- **FREE** treat

(No purchase necessary. While quantities last.)

And join us on
BEARVILLE.COM
for Kooky Spooky fun, too!



TERRIFYINGLY CUTE BATS & GHOSTS

THINGS YOU'LL NEED:

- egg carton
- artificial maple leaves
- scissors
- black & white paint
- paintbrush
- googly eyes
- glue
- decorative ribbon

1. PAINT IT!

With a grownup's help, for a bat, cut an egg carton as shown in photo. Cut the bottoms of the 2 outside cups to look like bat wings. Paint it black. For a ghost, paint an artificial leaf white.

2. DECORATE IT!

After the paint has dried, add googly eyes with glue. Or, make a face with markers.

3. HANG IT!

Attach decorative ribbon to the bats and ghosts. Hang them around your house.



Totally awesome tips to host
the happiest Halloween!

Have festive
decorations for the
celeBEARation like...

jack-o'-lanterns,
bats, ghosts
& leaves



Trick or treat?
Serve lots of
yummy treats like...
candy corn,
roasted pumpkin seeds
& apple cider



No BOOrific bash is
complete without fun
stuff to do like...
bobbing for apples,
pumpkin decorating
& costume contest



Take lots of
pictures of your
friends and make
memories that
last forever!



BE COOL CROSSWORD PUZZLE

FILL IT IN!



ACROSS

- 1. opposite of hot
 - 2. keep your hands warm
 - 4. frozen dew in the morning
 - 5. keep your ears warm
 - 6. snow storm
 - 7. below 32° F/ 0° C
 - 8. wrap around your neck

DOWN

 - 1. wear it to stay warm
 - 3. no 2 are every alike
 - 6. for walking in the snow

ANSWERS:
Across: 1. Cold, 2. Mittens, 4. Frost, 5. E
Down: 1. Coat, 3. Snowflake, 6. Boots
Freeze, 8. Scarf

HAPPY HUSKY & PINK FLURRY TEDDY

