



## **Build-A-Bear Workshop® 2009 Huggable Heroes® Fact Sheet**

- Searching For:** 12 Huggable Heroes
- From:** United States, Puerto Rico and Canada
- Qualifications:** Young leaders ages 7-18 years old as of February 27, 2009, who have made positive contributions in their communities and/or around the world.
- Who May Nominate:** Anyone – parents, grandparents, aunts, uncles, siblings, teachers, organization leaders, friends... Young people can even nominate themselves.
- How to Enter:** Visit any North American Build-A-Bear Workshop and pick up an entry form or download one from [www.buildabear.com/huggableheroes](http://www.buildabear.com/huggableheroes) and mail it in. Entries will also be accepted online at [www.buildabear.com/huggableheroes](http://www.buildabear.com/huggableheroes).
- Entry Dates:** **Entries will be accepted from January 16, 2009, through February 27, 2009.**
- Selection Process:** Honorees will be selected in three stages: *Semi-finalists, Finalists and Huggable Heroes.*
- All entries will be divided into one of two categories based on nominees' ages: either 7-12 years old or 13-18 years old.
  - The entries will be narrowed down by independent judges to 282 semi-finalists.
  - Semi-finalists will be judged by independent judges and narrowed down to 50 finalists.
  - From the 50 finalists, the judges will choose 12 winners as follows:
    - Five from the U.S. and Puerto Rico in the 7 – 12 age category
    - Five from the U.S. and Puerto Rico in the 13 – 18 age category
    - One from Canada in the 7 – 12 age category
    - One from Canada in the 13 – 18 age category

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## **Add One – Huggable Heroes Background**

### **Prizes:**

Each Huggable Hero will win \$10,000 USD (\$7,500 USD in the form of an educational scholarship and \$2,500 USD from the Build-A-Bear Workshop Foundation to be donated to the 501(c)(3) of the winner's choice).

In addition, they will also each receive a 3-day, 2-night trip at a designated time in July to St. Louis, home of the Build-A-Bear Workshop® World Bearquarters. Here, the winners will be honored for their good deeds, meet other Huggable Heroes and participate in a photo shoot for the 2010 Build-A-Bear Workshop Huggable Heroes calendar.

### **Background:**

In January 2009, the Build-A-Bear Workshop Huggable Heroes program launches its 6<sup>th</sup> year of recognizing young leaders making a difference in their local communities or around the world. The program is designed to encourage and empower kids to be young leaders and honor them for their dedication and accomplishments. Past Huggable Heroes have made a difference by:

- Helping raise funds and awareness for AIDS orphans in Africa
- Helping provide eyeglasses to those in need
- Raising funds and awareness for medical research
- Providing young people with the tools to make a difference
- Volunteering at area hospitals
- Sending packages to soldiers overseas
- Providing goods and services to disadvantaged children
- Raising money to protect endangered animals

Collectively, the five Huggable Heroes classes have spent thousands of hours volunteering, raised millions of dollars in support of a variety of causes and touched thousands of people through their efforts.

These are only a handful of examples. Read more about their contributions at [www.buildabear.com/huggableheroes](http://www.buildabear.com/huggableheroes).

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