



## Build-A-Bearville Fact Sheet

- [Build-A-Bear Workshop](#)® is the first company with both real world stores and a virtual world experience- [Build-A-Bearville](#)®.
- Build-A-Bear Workshop stuffed animals start at just \$10 and include the full experience of Build-A-Bearville. Birth certificates for stuffed animal friends include an animal ID and key code, which Guests can use to bring these furry friends to life in [buildabearville.com](#)®. Membership to the site is free and does not expire.
- At [buildabearville.com](#), citizens are able to create a unique character, participate in games and quests and safely socialize with other citizens.
- Build-A-Bearville launched in December 2007 and today there are over 11.5 million online characters in [buildabearville.com](#).
- Parents love the activities in Build-A-Bearville because they appeal to kids of all ages and are fun, educational and FREE.
- Build-A-Bear Workshop encourages parent and Guest involvement in its [buildabearville.com](#) online community. The company formed a Parent Advisory Panel in 1997 when the first Build-A-Bear Workshop store was opened. The Panel – a parent group that is asked to review and give input on products, services and online features – has been a source of important input for Build-A-Bearville.
- The company launched an online Jr. CyBearGuide™ program in [buildabearville.com](#) in October 2008. The program allows qualified members of the community to act as guides by answering questions, providing information and giving tours. Each Jr. CyBearGuide's avatar receives a unique Jr. CyBearguide Cap - a blue hat with a star - to help distinguish them within the online community and let others know they are there to help to answer questions. Jr. CyBearGuides also lend their opinions and suggestions on improvements that can be made to the [buildabearville.com](#) Web site.
- In early 2009, Build-A-Bear Workshop received the 2009 WiredKids Best of the Web Award sponsored by [WiredSafety.org](#) and recently the company was included in the [WiredSafety's StopCyberbullying Toolkit for Schools](#), a free resource sponsored by industry leaders. The company has also earned the Socially Safe Seal and Socially Safe Kids Seal from [SociallySafe.org](#), for its Web site and virtual world
- Bearville Outfitters™ cards add more virtual fun to online adventures at [buildabearville.com](#). Bearville Outfitters is the only store in Build-A-Bearville where citizens of the world can redeem credits for cool exclusive virtual stuff like rides, a Beachfront Home, interactive furniture and clothing for furry friends.
- With each Bearville Outfitters Virtual Stuff Game Card sold at Build-A-Bear Workshop and at [buildabear.com](#), Build-A-Bear Workshop will donate a portion of the purchase price to

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a charity of the Guest's choice. Build-A-Bear Workshop works with several charitable partners to provide Guests options on where their donation is directed.

*Parental permission may be required to access [buildabearville.com](http://buildabearville.com).  
Visit [buildabearville.com](http://buildabearville.com) for details.*