



HUGGABLE HEROES.
Kids Doing Their Part With Heart

FREQUENTLY ASKED QUESTIONS (FAQS) about the 2010 Huggable Heroes[®] Contest

GENERAL QUESTIONS.....	1
NOMINATION QUESTIONS.....	2-5
JUDGING & PRIZING QUESTIONS.....	6-7

GENERAL QUESTIONS

Q. WHAT IS THE HUGGABLE HEROES PROGRAM?

A. The Build-A-Bear Workshop Huggable Heroes program encourages and empowers kids to be young leaders and honors them for their dedication and accomplishments. The program is launching its seventh year of recognizing young leaders who are actively doing big and small things to make a difference in their local communities or around the world.

Past Huggable Heroes have made a difference by:

- Helping raise funds and awareness for orphans in Africa.
- Providing eyeglasses to those in need.
- Volunteering at area hospitals.
- Providing phone cards to servicemen and women overseas.
- Providing goods and services to disadvantaged children.
- Raising money to protect endangered animals.

Q. WHAT WAS THE INSPIRATION BEHIND THE HUGGABLE HEROES PROGRAM?

A. Build-A-Bear Workshop Guest Nikki Giampolo's life experiences inspired us to create the Huggable Heroes program. Nikki was a courageous young girl who battled and lost her life to cancer in 2002. During her battle with cancer, Nikki worked to raise awareness and support for children's cancer.

NOMINATION QUESTIONS

Q. WHO CAN BE NOMINATED?

A. Any individual (whether working as an individual or as part of a group) who is between eight and 18 years of age, and a resident of the U.S., Puerto Rico, or Canada. **Groups of kids are not eligible.**

Q. WHO CAN BE A NOMINATOR?

A. Anyone eight years of age or older, for example: parents, grandparents, aunts, uncles, siblings, teachers, organization leaders, friends, etc. Young people can also nominate themselves.

Q. CAN I NOMINATE MYSELF?

A. Yes, individuals can nominate themselves as long as they are eight years of age or older.

Q. CAN A NOMINATOR SUBMIT MORE THAN ONE NOMINATION?

A. Yes, as long as each nomination is for a different nominee, meets all entry requirements, and if submitted by mail, is sent in a separate outside envelope.

Q. CAN SOMEONE OVER 18 YEARS OLD BE NOMINATED?

A. No, this program is designed to highlight youth with the purpose of encouraging philanthropic service at a young age.

Q. CAN A PAST HUGGABLE HERO BE NOMINATED AGAIN?

A. Any individual that has already been named a Build-A-Bear Workshop Huggable Hero is not eligible to be nominated again, but they can nominate someone else as long as they are eight years of age or older.

Q. CAN AN INDIVIDUAL BE NOMINATED MORE THAN ONE TIME?

A. Yes, as long as each nomination is from a different Nominator, is an original nomination, meets all nomination requirements, and is submitted in a separate envelope.

Q. HOW CAN I NOMINATE AN INDIVIDUAL?

A. There are two ways to nominate an individual:

1) To nominate by Mail: Guests can pick up a nomination form at participating Build-A-Bear Workshop stores in the U.S., Puerto Rico and Canada or nomination forms can also be printed online at buildabear.com/huggableheroes by selecting "mail-in option" on the online entry page. Completed nomination forms and short answer questions should be mailed to the address listed **on the nomination form.**

2) To nominate Online: Visit buildabear.com/huggableheroes (U.S. residents) or buildabear.ca/huggableheroes (Canadian residents) and follow the links to the contest area.

- **STEP ONE:** You will first be asked your date of birth, the age of the person you are nominating and the state(s)/province(s) that you and your nominee live in.
- **STEP TWO** – Provide Nominator Information:
 - **If you are between eight and 12 years of age** you will be asked to enter your first name, your parent or legal guardian's e-mail address

and check the correct box to denote if this entry is about you or another person. You will also be asked to complete the answers to the community service questions as outlined below. If you are entering yourself no other information will be required of you.

- **If you are 13 years of age or older** you will be asked to provide your full name, address, city, ZIP/Postal Code, phone number and email address and check the correct box to denote if this entry is about you or another person. You will also be asked to complete the answers to the community service questions as outlined below. If you are entering yourself no other information will be required of you.
- **If you are a Nominator of age 19 or older you** will also be asked if you are the parent or legal guardian of the person you are entering.
- **STEP THREE** – Provide Nominee Information (if you are not nominating yourself):
 - **If your Nominee is between the ages of eight and 12 and not your child:** you will be asked for their first name and their parent or legal guardian’s email address. No other information about the person you are nominating will be collected from you.
 - **If your Nominee is your child OR is between the ages of 13 and 18:** you will be asked for their full name, address, city, state/province, ZIP/Postal Code, email address and phone number.
- **STEP FOUR:** All Nominators regardless of age will be required to answer the short questions about their Nominee’s community service project describing how their Nominee demonstrated extraordinary service in time, effort and results for their cause that made a difference to the quality of life in their community and/or around the world.
- **STEP FIVE:** Once you have completed your Entry click the “Submit” button to enter.

Q. HOW IS PARENT/LEGAL GUARDIAN PERMISSION OBTAINED FOR NOMINATORS AND/OR NOMINEES AGES EIGHT TO 12 WHO ENTER ONLINE?

A. For Nominators and/or Nominees ages eight to 12 who are not entered by a parent or legal guardian, a first email notice will be sent to the parent/legal guardian email address provided by the Nominator.

- **FIRST EMAIL NOTICE:** Parent/legal guardian of a Nominator and/or Nominee will be given the opportunity to consent or decline their child’s participation into the Contest. To review the information submitted by the entrant and provide consent to their child’s participation in the Contest as either a Nominator, Nominee or both, the parent/legal guardian will have to go to the online form via the link provided in the email sent to him/her. They can then read the answers to the short questions regarding the Nominee’s community service project submitted and provide consent by giving the full name of parent/legal guardian, child’s full name, address, city, state/province, ZIP/Postal Code, telephone number, parental permission to participate in this Contest and child’s date of birth.
- **SECOND EMAIL NOTICE:** Once the parent/legal guardian completes and submits the online form the parent/legal guardian will receive a second confirmation email confirming their child’s Nominator/Nominee status. Parent/legal guardian of the Nominator/Nominee will be given the opportunity a second time to prohibit the Nominator/Nominee from entering the Contest by

- having the Nominator/Nominee's registration and personal information removed from the site.
- A parent/legal guardian can prohibit their child from entering the Contest as a Nominator/Nominee in response to any of the above two email notices or at any time during Promotion Period by clicking on the link provided in one of the two parent/legal guardian emails they receive.
 - Parents/legal guardians of a Nominator/Nominee who have questions or concerns regarding Sponsor's use of an entrant's personal information can review Sponsor's Privacy Policy at www.buildabear.com/AboutUs/OurCompany/Privacy.aspx (for U.S residents), or www.buildabear.ca/AboutUs/OurCompany/Privacy.aspx (for Canadian residents).

Q. IF A NOMINEE BETWEEN EIGHT-12 YEARS OF AGE DOES NOT HAVE GUARDIAN PERMISSION, WILL THEIR ONLINE ENTRY BE VALID?

A. No, without regard to Nominator/Nominee status, for any entry involving an eight – 12 year old, the contest entry will not be considered complete until a parent/legal guardian has completed the verification process.

Q. DOES AN ONLINE ENTRY FORM HAVE TO BE COMPLETELY FILLED OUT TO BE VALID?

A. Yes, information Nominators and Nominees must provide in order for an entry to be valid, based on their age, is outlined above in the question, "How can someone nominate a person?" Responses to the following questions about the Nominee's cause must also be submitted:

- 1 – Describe the Community Service Project (in 25 words or less)
- 2 – Tell us about what he/she did/does (in 100 words or less)
- 3 – Explain what inspired or motivated this individual to get involved in helping others (in 100 words or less)
- 4 – Give examples of the accomplishments and/or the impact/inspiration he/she is making/made (in 100 words or less)
- 5 – Tell us:
 - a.) How many hours does your Nominee volunteer a month?
 - b.) How much money has your Nominee raised for their cause and/or how many items have they collected or assembled for their cause?
- 6 – Is there anything else you would like us to know about this individual (in 100 words or less)

Q. DOES A MAIL-IN ENTRY FORM HAVE TO BE COMPLETELY FILLED OUT TO BE VALID?

A. Yes, each form must include the following information:

Nominator Information

- Nominator's name (first and last)
- Complete mailing address
- Telephone number including area code
- Email address (optional)
- Date of birth
- Gender
- Signature and, if not of age of majority in their state/province of residence, signature of parent or legal guardian evidencing their permission for Nominator to provide this information and to participate in this Contest

Nominee Information

- Nominee's name (first and last)
- Complete mailing address
- Telephone number including area code
- Email address (optional)
- Date of birth
- Gender
- Signature and Nominee's parent or legal guardian's signature evidencing their permission for Nominee to participate in this Contest and to provide this information

Q. DOES A NOMINATOR/NOMINEE HAVE TO SUBMIT ANYTHING ELSE WITH THEIR OFFICIAL MAIL-IN ENTRY FORM?

A. Yes, Nominators will need to provide responses about the Nominee's cause by answering the following: (responses should be clearly printed or typed on a separate sheet of paper)

- 1 – Describe the Community Service Project (in 25 words or less)
- 2 – Tell us about what he/she did/does (in 100 words or less)
- 3 – Explain what inspired or motivated this individual to get involved in helping others (in 100 words or less)
- 4 – Give examples of the accomplishments and/or the impact/inspiration he/she is making/made (in 100 words or less)
- 5 – Tell us:
 - a.) How many hours does your Nominee volunteer a month?
 - b.) How much money has your Nominee raised for their cause and/or how many items have they collected or assembled for their cause?
- 6 – Is there anything else you would like us to know about this individual (in 100 words or less)

Q. WHAT IS THE DEADLINE FOR SUBMITTING A NOMINATION?

A. The deadline for online and mail-in nominations is February 26, 2010. Mail-in nominations must be postmarked by February 26, 2010 and received by March 5, 2010. Get started now!

JUDGING & PRIZING QUESTIONS

Q. HOW WILL THE SELECTION PROCESS FOR THE 2010 HUGGABLE HEROES CONTEST WORK?

A. All eligible nominations received will be sorted based on the nominee's address into one of two groups: U.S., D.C. or P.R. (collectively, "U.S.") or Canada and Quebec (collectively, "Canada"). Marden-Kane, Inc., an independent judging organization, will oversee the judging. All eligible entries received will be scored based on the following judging criteria*:

- **Accomplishments and impact of the accomplishments (75% of total score)**
- **Inspiration to others relating to cause (25% of total score)**

*In the event of a tie in any stage of judging, the Winner(s) will be determined based on whichever Entry received the highest score in the accomplishments and impact category from the judging criteria. In the event of a tie in both judging criteria, the Entries would be re-judged by a different panel of judges.

Seventy-Five (75) Semifinalists: The top-scoring sixty-five (65) entries from the U.S. and ten (10) entries from Canada will be deemed a Semifinalist. Each Semifinalist will receive a \$15 Bear Buck\$ gift card.

Twenty-five (25) Finalists: The Semifinalists will be re-judged based on the judging criteria to determine the twenty-five (25) Finalists (twenty (20) from the U.S. and five (5) from Canada). Each Finalist will receive a \$50 Bear Buck\$ gift card.

Ten (10) Huggable Heroes Grand Prize Winners ("Winners"): The twenty-five (25) Finalist entries will be re-judged based on the judging criteria by Build-A-Bear Workshop, Inc. to determine the ten (10) Huggable Heroes winners (eight (8) from the U.S. and two (2) from Canada).

Q. HOW AND WHEN WILL A NOMINEE KNOW IF THEY WERE SELECTED AS A SEMIFINALIST, FINALIST, OR GRAND PRIZE WINNER (HUGGABLE HERO)?

A. Nominees identified as a Semifinalist, Finalist and/or Grand Prize Winner and his/her parent or legal guardian will be notified by mail. Non winners will not be notified. Winners may be contacted by telephone and be required to complete a phone interview with a representative of Build-A-Bear Workshop.

WINNER NOTIFICATION AND TIMEABLE:

Prize Level	# of Winners	Judging Date (on or about)	Notification Date (on or about)
Semifinalist	75	March 15, 2010	March 19, 2010
Finalist	25	April 23, 2010	April 27, 2010
Grand Prize	10	May 28, 2010	May 31 – June 11, 2010

Q. IF I'M SELECTED AS A POTENTIAL 2010 HUGGABLE HERO, WHAT WILL I DO?

A. Congratulations! As a potential Grand Prize winner, you will be deemed a 2010 Huggable Hero, and will receive: a \$7,500 USD educational savings scholarship; a \$2,500 USD donation toward Winner's designated 501(C)(3)charity; a trip to St. Louis, Missouri for Nominee and one Guest to meet the other 2010 Huggable Heroes; and a Flip Mini HD Video Camera. More information can be found in the PRIZE section of the official rules.