

BUILD-A-BEAR FOUNDATION GIVES 20,000 TEDDY BEARS TO CHILDREN'S HOSPITALS ACROSS THE COUNTRY IN PARTNERSHIP WITH UNITED WAY AND UPS

Cuddly Company Kicks Off Countdown to 20th Birthday on October 27 with 20,000-bear Donation and Announcement of a New Charitable Giving Focus

(ST. LOUIS) October 10, 2017 – In honor of the company's 20th Birthday, [Build-A-Bear](#) today announced a donation of 20,000 teddy bears that will be distributed among two dozen children's hospitals across the United States. Volunteer coordination for the nationwide donation is powered by [United Way](#), and [UPS](#) is serving as the official logistics and shipping partner. Teddy bear deliveries have already begun to hospitals from coast to coast, including:

- [Boston Children's Hospital \(Boston, Mass.\)](#)
- [SSM Health Cardinal Glennon Children's Hospital \(St. Louis\)](#)
- [Children's Healthcare of Atlanta at Egleston \(Atlanta\)](#)
- [Children's Healthcare of Atlanta at Hughes Spalding \(Atlanta\)](#)
- [Children's Healthcare of Atlanta at Scottish Rite \(Atlanta\)](#)
- [Children's Hospital Colorado \(Aurora, Colo.\)](#)
- [Children's Hospital of Pittsburgh of UPMC \(Pittsburgh\)](#)
- [Children's Medical Center Dallas \(Dallas\)](#)
- [Children's Mercy \(Kansas City, Mo.\)](#)
- [Children's Minnesota \(Minneapolis\)](#)
- [Children's National Health System \(Washington D.C.\)](#)
- [Levine Children's Hospital \(Charlotte, N.C.\)](#)
- [Lucile Packard Children's Hospital Stanford \(Palo Alto, Calif.\)](#)
- [Monroe Carell Jr. Children's Hospital at Vanderbilt \(Nashville, Tenn.\)](#)
- [NewYork-Presbyterian Morgan Stanley Children's Hospital \(New York\)](#)
- [Nationwide Children's Hospital \(Columbus, Ohio\)](#)
- [Nicklaus Children's Hospital \(Miami\)](#)
- [Phoenix Children's Hospital \(Phoenix\)](#)
- [Ranken Jordan Pediatric Bridge Hospital \(St. Louis\)](#)
- [Riley Hospital for Children at IU Health \(Indianapolis\)](#)
- [Seattle Children's Hospital \(Seattle\)](#)
- [Shriners Hospital for Children St. Louis \(St. Louis\)](#)
- [St. Louis Children's Hospital \(St. Louis\)](#)
- [Texas Children's Hospital \(Houston\)](#)

The initiative will culminate with a special delivery to patients at NewYork-Presbyterian Morgan Stanley Children's Hospital in New York City by Build-A-Bear Workshop President and Chief Executive Officer Sharon Price John on Thursday, October 26, the day before the company's 20th Birthday.

The donation was funded by Build-A-Bear Foundation to commemorate the past 20 years of giving and to introduce a new charitable focus as it looks toward the future.

"Since 1997, Build-A-Bear has donated nearly \$50 million in funds and furry friends to a variety of organizations," said Sharon John, president and CEO, Build-A-Bear Workshop. "We have always believed in the power of hugs and the simple comfort of having a furry friend by your side. Starting in November, Build-A-Bear Foundation will turn its focus to giving efforts that support the well-being of children through opportunities to make their days a little bit brighter. The delivery of tens of thousands of teddy bears to deserving patients at some of our country's best hospitals would not have been possible without the generous support of our partners at United Way and UPS."

Nearly 100 volunteers are helping to make the bear deliveries happen thanks to tireless coordination and support from United Way and HandsOn Network organizations located near the hospitals.

"United Way is excited to celebrate this milestone anniversary with Build-A-Bear, alongside UPS, through this donation," said Orvin Kimbrough, president and CEO, United Way of Greater St. Louis. "We look forward to continuing our long-time partnership, working together to support child well-being and help people in communities across the country."

Each teddy bear is accompanied by a personal message hand-written by representatives of Build-A-Bear, United Way and UPS. The finished bears were packaged with care by Build-A-Bear associates at the company's Bearhouse in Groveport, Ohio. Dedicated teams of UPS drivers will make sure the furry friends journey safely and quickly to every corner of the country.

"A child's smile can be the most telling sign you've made a positive impact in their life," said David Hopkins, director of marketing and United Way coordinator for UPS. "UPS enjoys making a difference in our communities, including supporting the United Way as one of its largest givers. We're honored to extend that relationship by helping Build-A-Bear Foundation deliver some happiness to children while they're receiving treatment in their local hospitals."

To learn more about the mission of Build-A-Bear Foundation, visit buildabear.com/giving. For more information about Build-A-Bear, visit buildabear.com and follow the brand on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

About Build-A-Bear

Celebrating 20 years of business in 2017, Build-A-Bear is a global brand kids love and parents trust that seeks to add a little more heart to life. Build-A-Bear Workshop has approximately 400 stores worldwide where Guests can create customizable furry friends, including company-owned stores in the United States, Canada, Denmark, Ireland, Puerto Rico, the United Kingdom and China, and franchise stores in Africa, Asia, Australia, Europe, Mexico and the Middle East. The company was named to the Fortune 100 Best Companies to Work For® list for the ninth year in a row in 2017. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted a total revenue of \$364.2 million in fiscal 2016. For more information, visit buildabear.com.

About United Way Worldwide

[United Way](http://UnitedWay.org) fights for the health, education and financial stability of every person in every community. Supported by 2.8 million volunteers, 9.8 million donors worldwide, and more than \$4.7 billion raised every year, United Way is the world's largest privately-funded nonprofit. We're engaged in nearly 1,800 communities across more than 40 countries and territories worldwide to create sustainable solutions to the challenges facing our communities. United Way partners include global, national and local businesses, nonprofits, government, civic and faith-based organizations, along with educators, labor leaders, health providers, senior citizens, students and more. For more information about United Way, please visit UnitedWay.org.

About UPS

UPS (NYSE: UPS) is a global leader in logistics, offering a broad range of solutions including transporting packages and freight; facilitating international trade, and deploying advanced technology to more efficiently manage the world of business. Headquartered in Atlanta, UPS serves more than 220 countries and territories worldwide. The company can be found on the web at ups.com® or pressroom.ups.com and its corporate blog can be found at longitudes.ups.com. To get UPS news direct, follow [@UPS_News](#) on Twitter.

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