



HUGGABLE HEROES®



Kids Doing Their Part With Heart 2010 Nomination Form

There are many pawsome kids doing great things to help others and we want to hear about them! We will award 10 kids \$10,000 for their outstanding community service. Each Huggable Hero will receive a \$7,500 college scholarship and a \$2,500 donation to their special cause. Plus, a video camera and an exciting 1-night, 2-day trip where they will meet the other Huggable Heroes and take part in a professional photo shoot. Tell us about the Huggable Hero you know or nominate yourself! Just complete this form along with a few short answer questions.

A. Nominator's Information (the person nominating the potential Huggable Hero)

Name: _____ Address: _____ City: _____
State/Province: _____ Zip/Postal Code: _____ Country: _____ Phone: _____
Email: _____ Date of Birth: _____ Gender: M or F
How did you hear about the Huggable Heroes program? _____
Signature of nominator: _____
(if nominator is a minor in your state of residence, the signature should be that of a parent/legal guardian)

B. Nominee's Information (the potential Huggable Hero, if you are nominating yourself write "same" in the first space and move on to step C.)

Name: _____ Address: _____ City: _____
State/Province: _____ Zip/Postal Code: _____ Country: _____ Phone: _____
Email: _____ Date of Birth: _____ Gender: M or F
What Build-A-Bear Workshop® store is closest to the nominee (mall name and city)? _____
*To be eligible, nominee must be between the ages of 8 and 18 years of age and the portions of this nomination form that apply must be completed.

C. Please tell us about how the nominee is making a difference in their community by answering the following questions (use the a separate sheet of paper):

1. Describe their community service project (in less than 25 words).
2. Tell us about what he/she did/does (in less than 100 words).
3. Explain what inspired or motivated this individual to get involved with helping others (in less than 100 words).
4. Give examples of the accomplishments and/or impact/inspiration he/she is making/made (in less than 100 words).
5. A. How many hours does your nominee volunteer each 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 less than 100 words).

D. _____ Signature of the nominee: If nominee is not of the age of majority in your state province of residence the signature should be that of parent/legal guardian

Attach this form to your essay and mail your entry to be postmarked by February 26, 2010 to the following addresses

United States or Puerto Rico
Huggable Heroes Contest Entry
P.O. Box 4319
Manhasset, NY 11030-4319

Canada
Huggable Heroes Contest Entry
P.O. Box 10001
5576 Yonge Street
North York, Ontario, M2N 0B6, Canada

If you are under 18 years of age, be sure to have your parent/legal guardian review your nomination statement.

Abbreviated Official Rules

NO PURCHASE NECESSARY TO ENTER OR TO WIN. Entry to the Contest is free. Purchase will not increase your chance of winning. The Build-A-Bear Workshop® Huggable Heroes® Contest begins 10:00:01 a.m. ET ("Eastern Time") January 15, 2010 & ends 5:00:00 p.m. ET February 26, 2010. Subject to the Official Rules available with Contest Entry forms in-store at participating Build-A-Bear Workshop locations in the U.S., D.C., P.R. & Canada or online at HYPERLINK "<http://www.buildabear.com>" www.buildabear.com for U.S. residents or HYPERLINK "<http://www.buildabear.ca>" www.buildabear.ca for Canadian residents.

TWO WAYS TO ENTER:

ONLINE: Log onto: HYPERLINK "<http://www.buildabear.com/huggableheroes>" www.buildabear.com/huggableheroes (U.S. residents) or HYPERLINK "<http://www.buildabear.ca/huggableheroes>" www.buildabear.ca/huggableheroes (CAN residents), follow the links to the contest area and complete the registration form.

BY MAIL: Complete the Official Entry Form along with your short answer responses to the community service questions about someone or yourself who has made/makes a difference to the quality of life in their community and/or around the world. Mail to "Huggable Heroes Contest Entry" at either: **U.S./D.C./P.R.:** PO Box 4319, Manhasset, NY 11030-4319 or **CAN:** P.O. Box 10001, 5576 Yonge Street, North York, Ontario, M2N 0B6, Canada. Entries must be postmarked by February 26, 2010 & received by March 5, 2010.

Entries must include consent of Nominee and Nominator; and consent of parent/guardian of a Nominee and Nominator if either is not of age of majority in their state/province of residence. Nominator and Nominee must be legal residents of the 50 U. S., D.C., P.R. or CAN. Nominator must be 8 years of age or older. Nominee must be between the ages of 8 - 18 as of February 26, 2010. Subject to all applicable federal, state, provincial and local laws & regulations. Void outside the U.S., P.R. and CAN and where prohibited.

PRIZES: Ten (10) Huggable Heroes Grand Prizes (8 from the U.S./D.C./P.R. and 2 from CAN): A \$7,500 USD educational savings scholarship; a \$2,500 USD donation toward Winner's choice of a 501 (c)(3) designated charity or a registered Canadian Charity; a trip to a city in the U.S. chosen by Sponsor for Nominee and one Guest at a designated time in July 2010 (Approximate Retail Value ("ARV") of trip: \$2,000 USD); and a Flip Mino HD Video Camera (ARV of camera: \$200 USD). Trip includes roundtrip standard class air; minimum of one (1) night double occupancy standard hotel accommodations, and ground transportation to/from airport/hotel. Approximate Retail Value (ARV): \$12,200 USD each. Twenty-five (25) Finalist Prizes: A \$50 Build-A-Bear Workshop® Bear Buck\$® gift card, ARV: \$50 USD each. Seventy-five (75) Semifinalist Prizes: A \$15 Build-A-Bear Workshop® Bear Buck\$® gift card, ARV: \$15 USD each. Total ARV of all prizes: \$124,375 USD. Prizes awarded to winning Nominees or parent/legal guardian on behalf of winning Nominee if a minor.

Many will enter but only 10 will win a Grand Prize.

Sponsor: Build-A-Bear Workshop, Inc., 1954 Innerbelt Business Center Drive, St Louis, MO 63114.