



Soft & Cuddly Teams Up With Rough & Tumble

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NEW YORK -- Build-A-Bear Workshop and the National Football League are introducing a line of officially licensed NFL merchandise for stuffed animals. On Aug. 4, the authentic clothing will roll out in all Build-A-Bear Workshop stores in the U.S. and on the Web at www.buildabear.com.

The new line will feature authentic bear-sized NFL uniforms and sweatshirts for all NFL teams. The new merchandise is designed with authentic detail; the bear-sized uniforms and sweatshirts include the genuine logos and patches featured on each team's uniform. The uniforms are \$15 and sweatshirts are available for \$8. Each Build-A-Bear Workshop store in the U.S. will carry merchandise for teams in their area.

Build-A-Bear Workshop has existing partnerships with other professional sports leagues including Major League Baseball, National Basketball Association teams, and the National Hockey League.

"We are thrilled to be a partner with the National Football League and to launch this new product line for our stuffed animals," Maxine Clark, founder and "Chief Executive Bear" of Build-A-Bear Workshop, said in a statement.

In celebration of the official NFL Kickoff Weekend from Sept. 8-12, guests can visit any Build-A-Bear Workshop store in the U.S. and enter for a chance to win four tickets to the NFL Pro Bowl in Hawaii and a \$100 Build-A-Bear Workshop Bear Buck\$ gift card.

--Staff Report