

MEDIA RELEASE: FOR IMMEDIATE RELEASE

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\$3,500 GRANT FROM "BUILD-A-BEAR" FOUNDATION PROVIDES IPADS FOR CLASSROOM LITERACY PROJECT

The Build-A-Bear Foundation has awarded a \$3,500 grant to Daniel Rolo's Grade 7 class at Our Lady of Fatima Catholic School. The money has been used to purchase iPads® for a school literacy project.

"Our students are very excited that this class project has been selected by the Build-A-Bear Foundation," says Tom Baker, Principal of Our Lady of Fatima Catholic School. "The award is recognition of the tremendous work Mr. Rolo is doing with his students to improve literacy."

The Build-A-Bear Foundation is a charitable organization, which supports literacy programs in schools. The organization says it is committed to making life more "bearable" for children, families and pets, who are in need of a helping "paw."

With the sale of each Read Teddy® – a special furry friend available in all Build-A-Bear Workshop® stores – one dollar is donated to First Book and other literacy programs throughout the United States and Canada. Visit www.buildabear.com for more information.

Seven iPads® have been purchased with the Build-A-Bear grant, which will augment the classroom current compliment of devices and electronic copies of books.

"This equipment is helping to re-engage some students who prefer to use technology rather than books and pencils and paper," says Mr. Rolo. "By using electronic devices, they become more active in class and more eager to learn."