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Build-A-Bear Makes Life More "Bearable"

Build-A-Bear Workshop and National Relief Charities (NRC) Are Supporting Animal Rescue and Rehabilitation Conducted on American Indian Reservations

RAPID CITY, SD--(Marketwired - May 1, 2014) - [Build-A-Bear Workshop Bear Hugs Foundation](#) initiated a partnership and grant with [National Relief Charities](#) to boost animal welfare on Native American reservations.

A teddy-bear themed retail-entertainment provider, Build-A-Bear Workshop® makes it their mission to bring the Teddy Bear to life, invoking warm thoughts about childhood and comfort and extending these qualities to customers and causes alike.

"The Build-A-Bear Workshop Bear Hugs Foundation is committed to making life more bearable for children, families and pets in need of a helping paw," says Matt Oldani, Build-A-Bear Director of Development. With the sale of each full-sized Bearemy's Kennel Pals® friend -- a collection of Build-A-Bear Workshop® plush dogs -- Build-A-Bear donates one dollar to domestic pet programs including local animal shelters, stray rescue and rehabilitation organizations, and pet education programs around the country. These funds are available to qualified non-profits in the U.S. and Canada.

Assisting groups such as the World Wildlife Fund and National Relief Charities, Build-A-Bear protects endangered animals and animal health. Build-A-Bear's recent grant supports the [ROAR](#) program of National Relief Charities.

ROAR -- Rescue Operation for Animals of the Reservation -- helps animal welfare providers on Native American reservations spay/neuter, vaccinate, rescue and rehabilitate abandoned animals and strays, operate shelters, assist adoptions, and reduce community health risk of rabies, animal bites and disease.

"In Native American cultures, animals are revered but often not a priority for reservation families facing poverty. Our goal is to help reservation agencies improve animal care," adds Kelly Gibson, NRC Program Director. Build-A-Bear's grant recently supported a spay/neuter clinic held by Oglala Pet Project on the Pine Ridge Reservation, benefiting 119 animals at nominal to no cost for families.

About Build-A-Bear: Headquartered in St. Louis, Build-A-Bear Workshop, Inc. is the only global company that offers an interactive make-your-own stuffed animal retail-entertainment experience. They operate 400+ stores worldwide. To learn more, visit www.buildabear.com.

About NRC: Headquartered in Texas, National Relief Charities serves immediate needs and supports long-term solutions that improve quality of life for 250,000 Native Americans each year. NRC serves 65 reservations year-round. To learn more, visit www.nrcprograms.org and www.roarprograms.org.

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