



NEWS from CPSC and HC



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FOR IMMEDIATE RELEASE
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Release #11-298

Firm's Recall Hotline: (866) 236-5683
CPSC Recall Hotline: (800) 638-2772
CPSC Media Contact: (301) 504-7908
HC Media Contact: (613) 957-2983

Build-A-Bear Workshop Recalls Lapel Pins Due to Violation of Lead Paint Standard

WASHINGTON, D.C. - The U.S. Consumer Product Safety Commission and Health Canada, in cooperation with the firm named below, today announced a voluntary recall of the following consumer product. Consumers should stop using recalled products immediately unless otherwise instructed. It is illegal to resell or attempt to resell a recalled consumer product.

Name of Product: Love.Hugs.Peace lapel pins

Units: About 26,500 pins in the United States and 2,200 in Canada

Importer: Build-A-Bear Workshop®, of St. Louis, Mo.

Hazard: Surface paints on the lapel pin contain excessive levels of lead which is prohibited under federal law.

Incidents/Injuries: No injuries have been reported.

Description: The 1.5 inch lapel pin features graphics of a heart, bear head, and peace sign all positioned in front of a globe. The words "Love.Hugs.Peace." appear at the bottom of the pin.

Sold by: Build-A-Bear Workshop stores nationwide and online at www.buildabear.com from July 2009 through October 2010 for \$3.50 in the US and \$4 (CDN) in Canada.

Manufactured in: China

Remedy: Stop using the lapel pins and return the lapel pin to any Build-A-Bear Workshop store to receive a \$5 store coupon. If it is not possible to return the pin to a store, you can contact the company for alternate instructions on receiving a refund.

Consumer Contact: For additional information, please contact Build-A-Bear Workshop toll-free at (866) 236-5683 between 8 a.m. and 6 p.m. CT Monday through Friday, between 9 a.m. and 4 p.m. CT Saturday, or visit the company's website at www.buildabear.com

Note: Health Canada's press release is available at http://cpsr-rspc.hc-sc.gc.ca/PR-RP/recall-retrait-eng.jsp?re_id=1385



The U.S. Consumer Product Safety Commission (CPSC) is still interested in receiving incident or injury reports that are either directly related to this product recall or involve a different hazard with the same product. Please tell us about your experience with the product on www.saferproducts.gov

CPSC is charged with protecting the public from unreasonable risks of injury or death associated with the use of the thousands of consumer products under the agency's jurisdiction. Deaths, injuries, and property damage from consumer product incidents cost the nation more than \$900 billion annually. CPSC is committed to protecting consumers and families from products that pose a fire, electrical, chemical, or mechanical hazard. CPSC's work to ensure the safety of consumer products - such as toys, cribs, power tools, cigarette lighters, and household chemicals - contributed to a decline in the rate of deaths and injuries associated with consumer products over the past 30 years.

Under federal law, it is illegal to attempt to sell or resell this or any other recalled product.

To report a dangerous product or a product-related injury, go online to: www.saferproducts.gov, call CPSC's Hotline at (800) 638-2772 or teletypewriter at (800) 638-8270 for the hearing impaired. Consumers can obtain this news release and product safety information at www.cpsc.gov. To join a free e-mail subscription list, please go to <https://www.cpsc.gov/cpsclist.aspx>.