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## **Walt Disney Record's Newest Hit Sensation T-Squad to Headline Inaugural *Disneymania! Concerts for Conservation***

### **Zoos and Aquariums Host Nine City Tour presented by Build-A-Bear Workshop**

LOS ANGELES, June 18, 2007 -- Walt Disney Records' T-Squad and nine member zoos and aquariums of AZA (Association of Zoos and Aquariums) will kick off a national concert series *Disneymania! Concerts for Conservation*, July 10 at the Sacramento Zoo. The benefit tour is being presented by Build-A-Bear Workshop.

The tour includes nine major zoos and aquariums throughout the country during the summer and features Walt Disney Records' newest tween sensation, T-Squad, which features actor and martial artist Boo Boo Stewart, dancer Jade Gilley, actress Miki Ishikawa and rapper Taylor McKinney (also known as Kid Karizz). The quartet released their first self-titled CD in April, 2007 and has been a staple on Disney Channel and Radio Disney, with chart-topping hits "Graduation," "Vertical," "Flip," and the recently released, "No Sleep til Summertime." The tour's emcees will be stars of Disney Channel's mega-hit movie, *High School Musical*, Olesya Rulin and Chris Warren Jr.

*Disneymania! Concerts for Conservation* blends music, dancing and acrobatics with conservation education and information on animals and their natural habitats. As part of the concert, zoo and aquarium staff will talk about and display various animals, and concert goers will have a chance to interact with Disney celebrities.

"We're excited to be part of an incredible event that brings one of America's hottest acts to some of the country's most beloved summer entertainment venues," said Teresa Kroll, chief marketing bear of the tour's title sponsor, Build-A-Bear Workshop. "In this environment, kids will enjoy great music and learn about the many conservation efforts underway in accredited zoos and aquariums across America."

The zoos and aquariums will receive proceeds for their conservation efforts from a portion of tour ticket sales, sponsorships, merchandise sales and donations. The AZA will receive a percentage of each local zoo/aquariums proceeds, which will be determined by each zoo and aquarium.

"Teaming up with the AZA and Build-A-Bear Workshop provides us with unique venues and a way to reach kids with some of our newest and hottest talent, along with an important message about conserving our planet's natural resources," said Phil Guerini, executive director, broadcast marketing and strategic alliances for Walt Disney Records.

Created by 206, Inc., the lead promotions agency for Walt Disney Records, the concerts will be held in nine cities across the U.S. in July and August.

"This concert series will help us raise awareness of our goal to protect every critically endangered amphibian species in North America and our African and Asian elephants," said AZA president and chief executive Jim Maddy. "Many people don't know that AZA-accredited zoos and aquariums may be the only hope for survival for many of these species. The concerts will help children and parents learn more about our efforts."

Concerts dates and venues include:

July 10	Sacramento Zoo, Sacramento, CA
July 11	Utah's Hogle Zoo, Salt Lake City, UT
July 15	Dallas Zoological Society, Richardson, TX
July 22	Jackson Zoological Park, Jackson, MS
July 29	Toronto Zoo, Scarborough, Ontario
August 5	Brookfield Zoo, Brookfield, IL
August 10	Pittsburgh Zoo & PPG Aquarium, Pittsburgh, PA
August 18	National Aquarium in Baltimore, MD
August 20	The Seneca Park Zoo, Rochester, NY

Supporting sponsors of the tour include Southwest Airlines, Animal Planet, SanDisk's Sansa Shaker, and Kewl Magazine.

Tickets can be purchased at all participating zoos and aquariums.

Additional information about the tour can be found at [www.concertsforconservation.net](http://www.concertsforconservation.net). For more information, contact Sharon Baker of 206, Inc. at [s.baker@206inc.com](mailto:s.baker@206inc.com) or 425-890-9105.

#### About Walt Disney Records

*Disneymania* is Walt Disney Records' multi-platinum tween music franchise. Since their introduction in 2002, *Disneymania* titles have sold over three million copies with three

gold albums and one gold DVD to date. All five volumes of *Disneymania* have debuted at #1 on Billboard's Top Kid Audio chart.

Celebrating 50 years of turning music into gold, Walt Disney Records has set the standard as the leader in family audio entertainment. The label has earned more than 300 gold, platinum and multi-platinum awards from the R.I.A.A, and several of its releases rank among the top-selling singles and soundtracks of all time. The label also produces music for the whole family including infants/toddlers, kids and tweens/teens plus special releases from Disney's expansive catalog.

Walt Disney Records and its imprints Buena Vista Records and Disney Sound are part of the Disney Music Group. The Disney Music Group encompasses all of The Walt Disney Company's recorded music and music publishing operations.

#### About the Association of Zoos and Aquariums

Founded in 1924, the Association of Zoos and Aquariums (AZA) is a nonprofit organization dedicated to the advancement of zoos and aquariums in the areas of conservation, education, science, and recreation. Look for the AZA logo whenever you visit a zoo or aquarium as your assurance that you are supporting an institution dedicated to providing excellent care for animals, a great experience for you, and a better future for all living things. With its more than 200 accredited members, the AZA is a leader in global wildlife conservation, and your link to helping animals in their native habitats. For more information, please visit [www.aza.org](http://www.aza.org).

#### About Build-A-Bear Workshop, Inc.

Build-A-Bear Workshop® is committed to lending a helping paw. It has always been a priority for us to be an involved and committed community partner. Our Guests have tremendous compassion for animals in need and it is with their help that we are able to support World Wildlife Fund. We are beary proud of our seven-year partnership with WWF and their great work. Build-A-Bear Workshop donates \$1 from the sale of each animal in the WWF series to protect endangered animals and their habitats. The WWF Collectibear® friends not only raise funds to support WWF work but also bring awareness to the plight of threatened and endangered animals.

Build-A-Bear Workshop, Inc. is the only global company that offers an interactive make-your-own stuffed animal retail-entertainment experience. Founded in St. Louis in 1997, the company currently operates more than 275 stores in the United States, Canada, the United Kingdom and Ireland. The addition of franchise stores in Europe, Asia, Africa and Australia make Build-A-Bear Workshop the leader in interactive retail. In November 2004, the company expanded the make-your-own concept from stuffed animals to dolls with the opening of its first friends 2B made® stores, where Guests can make their own doll friends. Build-A-Bear Workshop (NYSE: BBW) posted total revenue of \$437 million in fiscal 2006. For more information, call 888.560.BEAR (2327) or visit the company's award-winning Web sites at [www.buildabear.com](http://www.buildabear.com) and [www.friends2bmade.com](http://www.friends2bmade.com).

About 206, Inc.

206 is an independent, nontraditional marketing group located in Seattle. 206's four founding principals are well-seasoned marketing, advertising, brand promotion, public relations and event-management professionals whose diverse backgrounds enable an unconventional approach to their clients' challenges. 206 clients include: Toyota, Walt Disney Records, Disney Interactive, Ubisoft, Team Baby Entertainment, Starbucks and Levi Strauss Signature. The firm has won numerous awards and has grown by over 200% since its inception in 2005.