

# Build-A-Bear Frightens Your Child by claiming There Will Be No Christmas This Season

**The "Build-a-Bear" interactive game website (<http://www.buildabearville.com>) is airing a deceitful and frightening movie this Christmas season.**

The movie ("Under the North Star /An Uplifting Christmas Adventure") is shown to everybody that visits the "North Pole" (the movie theater is right next to "Santa's Village").

**The premise of the movie is that the entire North Pole will vanish in 2 days and there will be no Christmas, and no place for the elves and polar bears to live, all because of man-caused global warming.**

With all the talk in the news over alleged global warming, this is a frightening scenario for young children because it combines the real world (they have undoubtedly heard about global warming) with their hopes and dreams (Santa and Christmas). They are already inundated with the long-term perils of alleged man-caused global warming in the classrooms, on the television and in other forms of media. This makes it personal and immediate – since Santa will not be able to come this year!

**The movie says that Santa and the elves are all scared and that this Christmas is at risk right now. How would any hopeful child react to that? How would you have reacted when you were a child?**

Regardless of your stance on the global warming debate, take a moment to ask yourself these questions:

- *Should a toy retailer be using a web site to incite fear and concern in your child? Especially without your knowledge?*
- *Should a retailer of children's toys push a controversial position on a major political issue?*
- *Do you now have concerns about what other political agendas this company is feeding your children?*
- *Did you have to worry about the political content of these kinds of websites before this?*
- *Should a major retailer of children's toys be reporting as a settled fact one side of an ongoing and intense scientific debate? (If you do believe in man-caused climate change, would you want someone to teach the opposite?) Should they use "cartoon science" to make it seem like the answers are trivial and free?*
- *Are you comfortable, as a parent, seeing the polar bears defying their parents and teachers without remorse or consequences? Do you think your children would learn anything about listening to you?*
- *Santa Claus is presented as a skeptic, and as helpless and unimaginative in contrast to the wise and resourceful children. What message does this send?*
- *Are you comfortable with giving this retailer your money, knowing it is spent on such things?*

**Please consider these carefully and join with us in boycotting Build-a-Bear!**

Even though this propaganda video is only on the website (as far as we know), it is funded by the toy sales in the stores and that is where to take a stand. Letters of concern are not enough. This misleading and corrupting film will likely be gone after Christmas, but what is the next step on their political and social policy agenda? Take a strong stand for your family by saying "**NO!! I choose to teach my children MY values and beliefs instead of those of anonymous corporations!**"

**Toy retailers should make toys, not political and scientific statements!**

**Details at: <http://www.common sense4.us/docs/3dt/NorthStarExcerpts.pdf>**