

Teddy Bear Celebrates 100 Years as America's Favorite Friend

(NAPSA)—Since the day 100 years ago when a toy store owner dubbed a stuffed bear “Teddy,” America’s love affair with the Teddy bear has flourished. The stuffed grizzly has become synonymous with childhood memories and happy times.

As the story goes, in 1902, President “Teddy” Roosevelt was bear hunting in Mississippi where he spared the life of an orphaned bear cub during a hunt, an event featured in a cartoon in *The Washington Post*. Enterprising toymakers soon developed stuffed bears dubbed “Teddy” that became hits with the public. The Teddy bear quickly became a household name, and many more versions of the beloved bear followed.

According to Teddy bear expert and author Linda Mullins, “Almost everyone has a special Teddy bear in his or her life. Teddy bears are not merely a child’s toy, nor just a collectible item. In a century wrought with change and advanced technology, they represent a study in endurance of basic values.”

The year 2002 marks another milestone on the Teddy timeline with the 10th anniversary of the Cherished Teddies® collection by Enesco. One of the most popular Teddy collectibles, Cherished Teddies were first created in 1992 when artist Priscilla Hillman began designing the one-of-a-kind Teddy bear figurines portrayed in playful vignettes.

“I’ve always loved the sweet-



ness and sentimentality of Teddy bears,” said Hillman. “Each piece is an expression of a favorite childhood memory.”

Today, the Cherished Teddies collection appeals to both children and adults, with thousands of active members in the Cherished Teddies fan club worldwide.

“Having Teddy bears in your life, even as an adult, adds a touch of whimsy and innocence to this complicated world,” said Hillman.

To help reenergize the workplace with childlike creativity and in celebration of Teddy Roosevelt’s birthday, Cherished Teddies has declared October 25, “National Take Your Teddy Bear to Work Day.” Everyone in the workforce is encouraged to commute, take Teddy bears to a meeting, and brainstorm with their Teddy. The holiday may make the day more bearable, or as Cherished Teddie “Christopher” would say, “This is a celebration that bears remembering!”

For more information, visit www.enesco.com.