



## **DMI In Build-A-Bear Deal**

**April 23, 2007 - Branding**

By Michael Paoletta, N.Y.

Build-A-Bear Workshop has tapped DMI Music & Media Solutions to create audio elements and music platforms for the global brand. The deal encompasses new in-store music programs and 12 original bear-themed songs created exclusively for Build-A-Bear's more than 300 stores in the United States, Canada and the United Kingdom. The original songs are also available for download at [builda-bear.com](http://builda-bear.com).

DMI founder/CEO/chief creative officer Tena Clark and Build-A-Bear marketing chief Teresa Kroll were instrumental in structuring the business arrangement.

DMI has created music programs for Subway, AARP, Procter & Gamble, Target and other companies.