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FOR IMMEDIATE RELEASE

**Belk Reaches \$1 Million First-Year Fundraising Goal for
Susan G. Komen for the Cure®**

*Storewide Campaign by Belk Associates and Customers is Part of Three-Year Commitment to support
Komen for the Cure's promise to end breast cancer forever*

Charlotte, N.C. - November 29, 2010 – Belk Inc. today announced that it has raised \$1 million to benefit Susan G. Komen for the Cure®. The campaign is part of Belk's commitment to raise \$3 million over a three-year period to support Komen for the Cure's breast cancer research grants and life-saving community outreach programs.

The amount of \$599,950 will be invested in the Belk EDGE, a Susan G. Komen for the Cure® Grant for Early Detection and General Education funded with the support of Belk. The remaining funds will help support Komen's research grants, along with education, screening, and treatment programs supported by local Komen Affiliates located in Southern markets served by Belk.

"Belk is deeply committed to Susan G. Komen for the Cure and breast cancer research," said Tim Belk, chairman and CEO of Belk Inc. "We're proud of our associates and customers for supporting this campaign and helping to raise \$1 million in our first year. Our partnership with Komen makes everyone at Belk proud, and we look forward to raising more funds to fight this disease."

"Somewhere in the world, someone dies of breast cancer every 69 seconds. This is a statistic that is not acceptable," said Nancy G. Brinker, founder and CEO of Susan G. Komen for the Cure. "In reaching this \$1 million donation goal, Belk is helping Komen fund the life-saving research and community programs that are helping to save lives and support our neighbors and friends."

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A formal check presentation from Tim Belk to Nancy G. Brinker will air during the upcoming Meineke Bowl on December 31st on ESPN.

Belk “painted its stores pink” during the month of October with a variety of events and activities to promote Breast Cancer Awareness Month. Customers supported the cause with purchases in Belk’s “Pink Shops” that offered a variety of pink merchandise including housewares, women’s and men’s apparel, jewelry and sleepwear. Belk sold special-edition “Pink is our Passion” Belkie Bears with six dollars for every bear sold going directly to Komen.

At Belk’s “Wall of Hope” customers made donations in memory of, or in honor of, family members, friends or other loved ones who have been affected by breast cancer. Belk donated one percent of its total sales on Oct. 1 - 2 to Komen and its local Affiliates in Belk markets. From Oct. 8 - 11, customers who made a \$1 minimum donation to Komen received three 20 percent off shopping coupons. Customers could also make personal donations to Komen at any sales register during the month.

About Belk Inc.

Charlotte, N.C.-based Belk, Inc. (www.belk.com) is the nation’s largest privately owned mainline department store company with 305 Belk stores located in 16 Southern states. The company was founded in 1888 by William Henry Belk in Monroe, N.C., and is in the third generation of Belk family leadership. Its belk.com Web site offers a wide assortment of fashion apparel, shoes and accessories for the entire family along with top name cosmetics, a wedding registry and a large selection of quality merchandise for the home. Customers can interact with Belk via social media, mobile phone or email at [Get Connected](#).

Modern. Southern. Style.

Belk seeks to satisfy the modern Southern lifestyle like no one else, so that our customers get the fashion they desire and the value they deserve. Our vision is for the modern Southern woman to count on Belk first – for her, for her family, for life.

About Susan G. Komen for the Cure®

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure, which is now the world’s largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with more than \$1.5 billion invested to date. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.

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