



News Release

Contact: **Jessica Graham**, APR, Vice President, Communications & Community Relations, Belk, 704-426-8333, Jessica_graham@belk.com

Belk Recognizes 2014 Award of Excellence Winners for Exemplary Community Involvement and Service

- **Christopher Davis**, Belk of University Mall, Tuscaloosa, Ala.
- **Barbara Matthews**, Belk of Haywood Mall, Greenville, S.C.
- **Becky Phagan**, Belk of Lakeshore Mall, Gainesville, Ga.
- **Ray Lingle**, Carmen! Carmen! Salon and Spa at Belk, Streets at Southpoint, Durham, N.C.

CHARLOTTE, N.C., Sept. 9, 2014 – Four Belk associates have been named winners of the 2014 Belk Award of Excellence, the company’s highest honor given to associates for community service and job performance. The winners were honored at a luncheon hosted by Belk management in Charlotte on Tuesday, Sept. 9, 2014.

Each winner received a \$500 cash prize, along with an award certificate and an additional \$1,000 to present to the charity of his or her choice.

The 2014 Award of Excellence winners, who were selected from a group of more than 100 associates nominated across the company, are:

- **Christopher Davis**, Belk of University Mall, Tuscaloosa, Ala.
- **Barbara Matthews**, Belk of Haywood Mall, Greenville, S.C.
- **Becky Phagan**, Belk of Lakeshore Mall, Gainesville, Ga.
- **Ray Lingle**, Carmen! Carmen! Salon and Spa at Belk, Streets at Southpoint, Durham, N.C.

The annual awards program recognizes associates who best represent the company’s value to **be involved in our communities** and highlights the importance of giving back to communities across the South that have made Belk’s growth and success possible. The winners were chosen based on their contributions to organizations and causes that fall within Belk’s community focus areas of education, breast cancer awareness and research, or community strengthening. The winners also demonstrated excellence in their support of Belk-sponsored community service projects, fundraising events and philanthropic activities, as well as exceptional on the job performance.

“We honor these winners for the significant contributions they have made to the communities in which they live and work,” said Tim Belk, chairman and CEO, Belk, Inc. “This award was established 35 years ago to recognize associates for their community involvement, which has always been a cornerstone of our company’s values. We are inspired by each winner’s story and their dedication to helping others.”

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The following stories describe some of the key reasons why these Belk associates were selected as 2014 Belk Award of Excellence winners:

Christopher Davis

Sales Team Manager, Belk of University Mall, Tuscaloosa, Ala.



Christopher Davis is an inspiration to the students and teachers at Northington Elementary, a Title 1 school located near the Belk store where he works. Davis committed more than 55 hours of his time this year to brightening the lives of these students and helping them succeed by working with the children to improve their reading skills.

To lift the spirits of the teachers and staff at the school, Davis initiated an annual Teacher Appreciation Spa Day event at his store two years ago. The event helps school employees feel their best while driving sales and customer loyalty for Belk.

Davis has established partnerships with a wide network of charitable organizations that benefit both his community and his store. He and his team held events for the Good Samaritan Women’s Clinic, which supports victims of abuse; provided makeovers and fundraising for Jack and Jill of America to help mothers and families in need; and provided beauty consultations for patients at the DCH (Druid City Hospital) Cancer Center.

Thanks to Davis’s leadership and commitment to helping others, his store received two awards for community involvement, further building the Belk brand and connecting with our customers.

Barbara Matthews

Sales Associate, Belk of Haywood Mall, Greenville, S.C.



Barbara Matthews’ leadership and enthusiasm established her as the go-to person for community events in her store. Over the past four years, she led her store’s fundraising efforts, generating thousands of dollars to benefit breast cancer research and prevention, local schools, and several organizations through the United Way.

Matthews is especially passionate about helping fellow breast cancer survivors in her store and community. Her personal fight with breast cancer and her tireless support of the cause inspire associates and customers to give generously to her store’s Susan G. Komen for the Cure campaign. She led the organization of several fundraising events to raise an impressive \$21,000 over the past three years.

Matthews also took the lead for the store’s volunteer events in honor of Belk’s 125th anniversary last year. She organized fundraisers that generated \$1,200 to purchase school supplies for students in need at Welcome Elementary School, a Title 1 school in her community. In addition, Matthews led a record-breaking United Way campaign for her store, raising more than \$21,300 through her passion and commitment.

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Becky Phagan

Operations Team Manager, Belk of Lakeshore Mall, Gainesville, Ga.



Becky Phagan, a 35-year Belk veteran, has emerged as the leader of community projects in her store. Her personal experiences, including the loss of loved ones with cancer and nephews with special needs, have inspired her to give selflessly to those around her.

Phagan was unanimously selected by the associates in her store to lead volunteer events in honor of Belk's 125th anniversary last year. She organized volunteer activities at a Title 1 school in her community, and motivated team members to join her in collecting books for the school and building a picnic table.

In addition, Phagan led fundraising for her store's Susan G. Komen for the Cure campaign, and helped raise more than \$1,100 in less than two months for the American Cancer Society's Relay for Life campaign. She also led fundraising efforts for the Juvenile Diabetes Research Foundation, raised \$2,500 for the Autism Society, and is currently working to raise \$500 for a Belk sponsorship of a local Special Olympics event this fall.

Ray Lingle

Artistic Director, Carmen! Carmen! Salon and Spa at Belk, Streets at Southpoint, Durham, N.C.



Ray Lingle has demonstrated a deep commitment to serving the patients and staff at the Belk Boutique in the Duke Cancer Center since it was established in 2012. Lingle volunteers at the Boutique one day every month, offering patients complimentary head shavings, wig styling, and hair care advice. On Mondays, he shares another of his creative talents and can be found lifting spirits while he plays the piano in the Cancer Center's lobby.

Lingle's community service extends beyond his support of the Belk Boutique. He supports the Beaver Queen Pageant, an annual fundraiser to benefit the Ellerbe Creek Watershed Association, and the League of Upper Extremity Wrestling Women of Durham, which sponsors arm wrestling competitions to raise funds for nonprofit organizations supporting women and girls. He recently donated a hand-made quilt to support his store's Earth Month fundraising campaign. Lingle also supports arts and music programs, and participates in bike rides to raise money for local charities and community causes. Recently, a local reporter called on Lingle to shave his head during a live news broadcast to create awareness for a bone marrow donor drive.

About Belk, Inc.

Charlotte, N.C.-based Belk, Inc. (www.belk.com) is the nation's largest family owned and operated department store company with 299 Belk stores located in 16 Southern states and a growing digital presence. Its belk.com website offers a wide assortment of national brands and private label 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. Founded in 1888 by William Henry Belk in Monroe, N.C., the company is in the third generation of Belk family leadership and has been committed to community involvement since its inception. In the fiscal year ended Feb. 1, 2014, the company and its associates, customers and vendors donated more than \$20.9 million to communities within Belk market areas.

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