



## Belk Spring Charity Sale Raises More Than \$5 Million for Nearly 8,000 Nonprofits

CHARLOTTE, N.C., May 11, 2012 – In its first Charity Sale of the year, Belk, Inc. raised more than \$5 million for nearly 8,000 nonprofits across its 16-state footprint on Saturday, April 21. The four-hour semi-annual shopping event is an excellent fundraising tool for participating organizations that sell \$5 tickets to their supporters. It's also an opportunity for customers to give back to local nonprofits while taking advantage of special in-store discounts on purchases during the event.

"Supporting our communities is a Belk family tradition, and our Charity Sale is just one way we partner with our customers to offer that support," said Jessica Graham, vice president, communications and community relations of Belk, Inc. "We had nearly 200 more charities participate in this spring's Charity Sale compared to our fall Charity Sale and want to recognize Belk associates for the important role they play in its success."

This year's Charity Sale supported thousands of nonprofits such as March of Dimes, American Cancer Society, Crisis Assistance Ministry, Special Olympics, Teens Do Care, Literacy Council, United Way, Girl Talk International, North Carolina Zoo Society, American Red Cross, animal rescue organizations, local school athletic and scholastic organizations and numerous local churches.

In 2011, Belk raised more than \$10 million for charities during its spring and fall Charity Sales.

### **About Belk, Inc.**

Charlotte, N.C.-based Belk, Inc. ([www.belk.com](http://www.belk.com)) is the nation's largest privately owned mainline department store company with 303 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. To connect with Belk via Facebook, Twitter, YouTube, blog, mobile phone text messages or by email, go to: [Belk 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.

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