



News Release

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Belk KidFest Features “Design Your Own Keds Shoe” Contest on Saturday, August 13

***Three coloring contest winners will receive a \$500 Belk children’s wardrobe;
grand prize is custom-made pair of Keds shoes designed by the winner***

CHARLOTTE, N.C. – Aug. 9, 2011 – Belk will host its annual KidFest in-store event on Saturday, August 13, from noon to 3 p.m. at all locations. The event will highlight Belk’s latest fashions and trends for children, and will feature a fashion show, refreshments, music, games and prizes.

KidFest attendees at all Belk stores will be eligible to enter the “Design Your Own Keds Shoe” coloring contest in the children’s shoe department during the event hours. Participants can submit entries in the following age categories: 4-6-year-olds, 7-9-year-olds and 10-12-year-olds. A winner will be selected from each of the age categories and awarded a \$500 Belk children’s apparel and shoe shopping spree. One of the three age category winners will also be designated as winner of the grand prize - a custom-made pair of Keds shoes featuring the winner’s design.

Children who serve as models during the event will receive a 25 percent off coupon for purchases in the children’s department. All other participants will receive a shopping pass giving them an extra 15 percent off on purchases of sale and clearance merchandise in the children’s department. Complete details and a list of merchandise exclusions on the discounts are available from the store.

Event activities and entertainment will vary by store location. Customers may contact their local store for details. Parents with children ages 4-12 who are interested in serving as models in their local KidFest fashion show should contact their local store for more information.

About Belk Inc.

Charlotte, N.C.-based Belk, Inc. (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. Belk.com 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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