



Belk Offers Easy Way to Support Local Nonprofits -- Shop During Belk's Fall Charity Sale Saturday, Nov. 8

***100% of \$5 Ticket Sale Proceeds Go to Local Charities
First 100 Customers Receive Gift Cards, Chance to Win More***

CHARLOTTE, N.C., Sept. 25, 2014 – Thousands of participating charities across Belk's 16-state footprint benefit from Belk's semi-annual charity sales. Belk believes in supporting the communities it serves and wants to continue that tradition.

Belk's fall charity sale of the year will take place Saturday, Nov. 8 from 6 a.m. – 10 a.m. in all Belk stores. The four-hour, in-store 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.

On the morning of the Belk Charity Sale, the first 100 customers to arrive at each store will receive a Belk gift card ranging in value from \$5 to \$100, and a chance to win one of three \$1,000 Belk gift cards being awarded companywide. All customers will also receive \$5 back on their first purchase. Also, participating charities and schools will be registered to win one of three \$1,000 donations from Belk in a companywide drawing.

Previous charity sales supported thousands of nonprofits such as the 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.

"Belk is especially proud of our ability to give back to the communities who have supported us so much over the years," said Jessica Graham, Belk vice president of communications & community relations. "There is no limit to the number of organizations that can participate, the number of tickets they can sell, or the amount of money they can raise – so everyone benefits."

Last year, the two Belk Charity Sale events raised more than \$10 million for thousands of schools and community nonprofit 501(c)(3) organizations in Belk markets.

"Some of the participating nonprofits raise more funds through this sale than any other effort, so we hope all Belk customers will take part in giving back to their communities while they shop," said Graham. "If you're an organization that needs help raising money, we hope you'll sign up to participate. If you're a supporter of a participating organization, we hope you and your family and friends will buy tickets through the organizations or at Belk stores, and get ready for a great shopping day."

In addition to buying tickets from participating nonprofits, beginning Friday, Oct. 31, tickets also may be purchased at Belk stores, with all revenues from in-store ticket sales equally divided among participating charities and schools in each local store.

Charity representatives interested in taking part in this one-of-a-kind fundraising event should contact their local Belk store manager for more information. In order to participate in the Belk Charity Sale, organizations must have an IRS Section 501(c)(3) designation from the Internal Revenue Service.

For more information about the Belk Fall Charity Sale, contact your local Belk store or visit belk.com/charitysale.

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.

Belk offers [many ways to connect](#) via digital and social media, including Facebook, Pinterest, Twitter, YouTube, Google Plus and Belk Blog, and provides exclusive offers, fashion updates, sales notifications and coupons via email or mobile phone text messages. Customers can also download the latest Belk mobile apps for the iPad, iPhone or Android.

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