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National Recording Artists Daughtry and Edwin McCain Headline 2011 Belk Bowl FanFest

Events Will Take Place on Tuesday, December 27th Prior to Kickoff

Charlotte, N.C. – Belk and Charlotte Collegiate Football announced today that national recording artists Daughtry and Edwin McCain will headline the 2011 Belk Bowl FanFest. The Belk Bowl Fanfest, which is open to all Belk Bowl ticketholders, will take place Tuesday, December 27, from 3 p.m. to 7 p.m. as a prelude to the kickoff of the 2011 Belk Bowl. This will also be the first time that Daughtry and Edwin McCain have shared the stage.

“We are thrilled to welcome Daughtry and Edwin McCain to the Belk Bowl,” said Jon Pollack, Belk, Inc. executive vice president, sales promotion, marketing and eCommerce. “We think both acts are perfect examples of the world-class entertainment and Modern.Southern.Style. that we hope to bring to the Bowl.”

“This is a tremendous beginning of our partnership with Belk as our title sponsor,” said Will Webb, executive director of the Belk Bowl. “We could not ask for a more dedicated and engaged partner than Belk. We were all determined to make an impact this year on the Belk Bowl and the events surrounding it. We look forward to our best bowl week yet!”

Daughtry, formed and fronted by Chris Daughtry in 2006, is from Greensboro, N.C. The band has received numerous awards, including five American Music Awards and six Billboard Music Awards.

McCain, a native of Greenville, S.C., is a singer-songwriter with 11 albums. He has numerous platinum and gold albums, as well as Top 10, 20 and 40 hits. In addition to performing at the Belk FanFest, McCain will sing the national anthem prior to the Belk Bowl kickoff.

The Belk Bowl FanFest, located adjacent to Bank of America Stadium and centered at the intersection of Mint and Graham Streets, is the ultimate pregame activity. Football fans of all ages can get into the spirit of college football with live music, interactive games, team mascots, food and beverage, game merchandise and general family fun.

The 10th annual game – now called the Belk Bowl-- will take place on Tuesday, December 27, with an 8 p.m. kickoff. The game will be televised nationally on ESPN and will feature a matchup of the Atlantic Coast Conference and the Big East Conference. The first college bowl game to call the Carolinas home, the Bowl has averaged almost 60,000 fans each year with three sellouts in its nine years. In addition, the game has reached over 25 million television households.

Charlotte Collegiate Football, a non-profit organization, runs the Belk Bowl and serves as the local organizing committee for the Dr Pepper ACC Football Championship Game.

Fans can visit the official website, www.BelkBowl.com, for more information about the game and surrounding events.