



News Release

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Belk Kicks Off Angel Days Holiday Charity Campaign

Belk's holiday charity program supports local education by inviting customers to make a donation for Title I schools

CHARLOTTE, N.C., Dec. 1, 2015 – Belk announced today the second annual launch of its holiday fundraising campaign, Angel Days. Angel Days provides customers an opportunity to support local Title I elementary schools through direct contributions at local Belk stores. Each store will donate 100% of the proceeds of the program to a local Title I elementary school. The schools can use the funding to support their individual needs.

“Belk has a longstanding commitment to the communities we serve, and this program gives us a way to raise thousands of dollars for our local schools,” said Jessica Graham, vice president of communications and community relations at Belk. “We wanted to offer customers a way to participate in the giving season, not just through shopping, but through giving back to their local communities.”

For a minimum contribution of \$5, customers receive an exclusive angel pin to take home.

Angel Days kicks off in stores on December 2 and will run through December 26.

Title I schools are defined by the US Department of Education as those with high numbers or high percentages of children from low-income families.

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 296 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 January 31, 2015, the company and its associates, customers and vendors donated more than \$21.5 million to communities within Belk market areas.

Belk [offers many ways to connect](#) via digital and social media, including Facebook, Pinterest, Twitter, Instagram, YouTube and Google Plus, 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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