



News Release

Contact: Jessica Graham, vice president, communications and community relations, 704-426-8333, Jessica_graham@belk.com

Belk Kicks Off Back to School by Giving Back

- ***Belk hosts a Back to School Supply Drive in all Belk stores August 14 – 16***
- ***Customers can win a variety of prizes through the back to school style sweeps***

CHARLOTTE, N.C., August 3, 2015 – Belk gears up for the back to school season in Modern. Southern. Style. with a school supply drive and a fashion sweepstakes.

Belk is continuing its support for local school districts by inviting customers to donate school supplies in store August 14 to 16. During this event, customers can donate school supplies by bringing them in-store to designated drop off bins. Local resource centers have been identified by the Kids In Need Foundation per region. 100% of the donations will support local school districts for students in need.

"Not all children go to school with a backpack full of school supplies, and awareness of this problem is growing," said Dave Smith, executive director of the Kids In Need Foundation. "Belk understands that when students have the supplies they need to learn, they have a better chance of achieving in the classroom because of this support. We appreciate all Belk is doing this back to school season to make sure students are starting the school year prepared."

Belk gift cards and Apple iPads are also on the giveaway list this year for customers that enter Belk's Back to School 2015 sweepstakes. Customers are challenged to vote now until August 29 for their favorite back to school looks during a series of themed challenges including dorm room style, in class look, game day look, night out and many more. During each challenge the user will cast their vote and have the opportunity to see where their favorite look stands in the running. Additional sweeps entries can be earned by sharing the looks on social media sites. There will be a grand prize of \$1,500 Belk gift card, 6 weekly prizes of an Apple iPad and \$50 Belk gift card and 200 instant winners. Participants can enter the sweeps at www.belk.com/btsfashionsweeps.

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 297 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.

About Kids In Need Foundation

The Kids In Need Foundation's mission is to ensure that every child is prepared to learn and succeed by providing free school supplies nationally to students most in need. The Kids In Need Foundation has distributed more than \$700 million in school supplies since its founding, directly benefiting 4.2 million students and more than 120,000 teachers annually. We are a national 501(c)(3) charitable organization founded in 1995. For more information, visit kinf.org, and join us at twitter.com/kidsinneed & facebook.com/kidsinneed.