



News Release

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Belk Donates more than 700 Prom Dresses to Local Charities

Dresses with total retail value of \$40,000 to be distributed to young women who may not be able to afford one

CHARLOTTE, N.C. (Nov. 15, 2013) – Belk has donated more than 700 prom dresses with a total retail value of approximately \$40,000 to local charities in three states.

The dresses went to:

- Girl Talk Foundation in Charlotte, N.C.
- Enchanted Closet in Atlanta, Ga., and
- YWCA in Birmingham, Ala.

“Giving back to our communities and helping our neighbors are top priorities for Belk,” said Jessica Graham, vice president of communications and community relations for Belk, Inc. “We’re honored to work with these respected charities to help make a positive difference in the lives of young women.”

“Prom is such a pivotal moment in a young girl's life, but the expense can be a big burden on teens and their families. We are thrilled and grateful for Belk's generous donation of these beautiful dresses which will help so many girls attend prom,” said Girl Talk Foundation Founder and Executive Director Janine Davis. “This is a tremendous boost toward reaching our goal of serving every girl who signs up to receive a dress.”

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 301 Belk stores located in 16 Southern states and a growing digital presence. 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. Each year, Belk gives a portion of its pretax income back to the communities it serves. In the fiscal year ending Jan. 31, 2013, the company and its associates, customers and vendors, donated more than \$19 million to those communities. Belk stores and belk.com offer a wide assortment of top 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. To connect with Belk go to: [Belk Get Connected](#).

About Girl Talk Foundation, Inc.

Girl Talk Foundation, Inc. is a non-profit organization that serves as a resource and network of support for young girls between the ages of 13-16. The mission of Girl Talk is to empower every girl to find her voice to become the success she is destined to be — confident, smart, proud and powerful. We encourage positive and critical thinking, build character, promote self-respect, teach life skills and develop leadership skills. Girl Talk was created by radio/TV personality Janine Davis, a 22-year veteran of

the broadcasting industry. For more information about Girl Talk, visit www.girltalkfoundationinc.com, or contact the organization at 704-335-5885 or info@girltalkfoundationinc.com.

About the Enchanted Closet

Prior to the formation of the Enchanted Closet in 2003, prom season was a stressful time for many metropolitan Atlanta girls living in low-income families, foster care, and group homes. Families faced very tough decisions as they contemplated what bills they would not pay to afford their daughters the lifetime experience of going to prom. The Enchanted Closet, Inc. serves as a valuable resource and has saved families close to \$1,000,000. By providing nearly 5000 girls with formal dresses for prom, homecoming, graduation, and other special occasions, families have been able to direct their limited funds to maintaining their households, paying for healthcare, senior and college application fees.

The Enchanted Closet's GIRL\$ Service-Learning Program has aided the development of and enhanced the self-awareness, self-esteem, and self-sufficiency of more than 400 middle and high school girls at-risk for lower educational attainment, abuse, human trafficking, pregnancy, poor health and other adverse conditions. Through each Enchanted Closet program, a little magic is brought into the lives of the girls we serve. They see possibilities they never knew and are transformed into "belles of the ball" with increased confidence and self-esteem. The impacts are not fully measurable. However, grades have improved, there has been a reduction in high-risk behavior such as sexual activity and drug usage, girls have become more confident and comfortable speaking openly with their parents, they have taken on leadership roles in school, are more focused on a college education, and some have started their own businesses. This reflects the three main goals of the program which are to enhance their self-awareness, self-esteem, and self-sufficiency. Go to www.enchantedcloset.org to view more information about the Enchanted Closet.

About the YWCA Central Alabama in Birmingham, Ala.

The YWCA Central Alabama is a United Way organization that is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all. For 110 years, the YWCA Central Alabama has been responding to the needs of women, children and families. The YW's programs and services serve women, children and families by providing: affordable child care for families; child care and after-school enrichment programs for homeless children; affordable housing; a broad array of domestic violence services; and social justice programs. For more information, please visit www.ywcaham.org, www.facebook.com/YWCACentralAlabama and www.youtube.com/ywcentralal or follow @YWCentralAL on Twitter.