



News Release

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Belk teams up with Santa and his elves to delight kids with holiday fun during 2013 Santafest

- **Belk kids departments in all stores host festivities Saturday, November 16, noon – 3 p.m.**
- **Free photos with Santa, candy canes, holiday crafts and refreshments**
- **Grand prize winner of Belkie Bear design contest gets chance to have design used on 2014 Belkie Bear with proceeds from sale of bear going to a charity or cause indicated by child's response to the question, "I want my Belkie Bear to help . . ."**

CHARLOTTE, N.C., Nov. 8, 2013 – Santa and his elves will be greeting kids at all Belk locations during this year's Santafest on Saturday, Nov. 16, from noon – 3 p.m.

The festive event will feature free photos with Santa, candy canes, holiday crafts and refreshments. New this year is a Belkie Bear design contest. Kids ages 4 – 11 may enter by using markers and crayons to create their own Belkie Bear design using a coloring sheet template provided during Santafest.

Judges will select a grand prize winner who will receive 10 custom Belkie Bears created based on the winner's design, along with a \$500 Belk shopping spree. A Belkie Bear and \$500 Belk shopping spree will also be awarded to winners in each of the three age categories: 4 – 6; 7 – 9 and 10 – 11.

The grand prize winner of the Belkie Bear design contest will also get a chance for his or her winning design to be used in creating a new Belkie Bear for 2014, with the proceeds from the sale of that bear going to a charity or cause indicated by the winner's response to the contest question, "I want my Belkie Bear to help . . ." The Belkie Bear Design Contest entry form and contest rules are available in advance of the event at www.belk.com/santafest.

[Contact your local Belk](#) store for more information on Santafest.

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 with 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 fiscal year ending Jan. 31, 2013, the company and its associates, customers and vendors, donated more than



\$19 million to those communities. Belk.com 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. To connect with Belk go to [Belk Get Connected](#).