



## News Release

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### **Belk Charity Sale Offers Great Bargains for Customers, Financial Support for Community Non-Profits**

***Company-wide event on Nov. 9 from 6 a.m. to 10 a.m. will benefit thousands  
of schools and charitable organizations across the South***

CHARLOTTE, N.C., Oct. 23, 2013— Belk’s fall Charity Sale on Saturday, Nov. 9, provides a unique opportunity for customers to support local charities while taking advantage of special discounts of **20-70** percent off of purchases made during the four hour event from 6 to 10 a.m.

In return for purchasing a \$5 ticket, customers get great buys on rarely discounted merchandise and other items throughout the store. Plus, customers receive a \$5 credit on Charity Sale purchases completely offsetting the cost of the ticket. Charities get to keep 100 percent of the proceeds from each \$5 ticket sold.

The first 100 customers in each store on the morning of Charity Sale will receive free Belk gift cards ranging in value from \$5 to \$100, and a chance to win one of three \$1,000 Belk gift cards awarded company-wide.

“Our biannual Charity Sale is a win-win for Belk and the communities we serve,” said Jessica Graham, vice president, communications and community relations at Belk. “The upcoming Charity Sale event on November 9<sup>th</sup> is a great opportunity for our customers to get great bargains on our latest fall fashions and top brands and at the same time benefit their favorite local charities. It’s one of many ways that Belk reinforces its long-standing commitment to community involvement and charitable giving.”

Charity Sale tickets are now being sold by participating non-profit organizations, and beginning Friday, November 1, tickets may also be purchased at Belk stores. All revenues from in-store ticket purchases are equally divided among participating charities and schools in each local store. In addition, all Charity Sale participants will be entered into a drawing to win one of three \$1,000 cash awards (one in each of the three Belk operating divisions) for their school or non-profit organization.

The Spring 2013 Belk Charity Sale raised more than \$5 million for nearly 8,000 schools and community nonprofit 501(c)(3) organizations in Belk markets, and last year, the two Charity Sale events together raised a total of more than \$10 million for participating charities.

For more information about Belk Charity Sale Fall 2013, customers can [contact their local Belk store](#) or visit <http://www.belk.com/charitysale>.

Customers should note the following: the \$5 Charity Sale Ticket discount credit is valid on the first regular, sale or clearance purchase, including cosmetics and fragrances. Purchases of Brighton, Diane Von Furstenberg, My Flat in London, Ugg, and Under Armour are excluded. The discount is not valid on phone orders or belk.com. No cash back. Limit one \$5 discount per customer.

**About Belk, Inc.**

Charlotte, N.C.-based Belk, Inc. ([www.belk.com](http://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](http://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](#).

**Modern. Southern. Style.**

Belk seeks to satisfy the modern Southern lifestyle like no one else, so that our customers get the fashion they desire and the value they deserve. Our vision is for the modern Southern woman to count on Belk first – for her, for her family, for life.