



News Release

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

Belk Rocks the Back to School Scene with Style

- ***Customers can win an all-expenses paid trip for 4 through a concert style sweepstakes***
- ***Belk collects donated jeans for students in need and in turn offers a \$5 off jean coupon to those who donate***
- ***Belk's southern musician showcase winners star in back to school fashion videos***

CHARLOTTE, N.C., July 28, 2014 – Belk gears up for the back to school season in Modern. Southern. Style. with a concert style sweeps, denim donation event and more. The winners of Belk's southern musician showcase are featured throughout the company's promotions as they talk about their favorite back to school fashions.

The company is incorporating their Modern. Southern. Music. campaign into the back to school season by launching a concert style sweeps. The sweeps offers customers a chance to win an all-expenses paid trip for 4 to any 2014 Live Nation concert in the U.S. Belk wants to send their winner to the concert in style by including a \$1,000 Belk gift card and \$500 spending money in the prize package. To enter, participants take a personality test on www.belk.com resulting in four concert styles. They can increase their chances to win by sharing the results on Facebook, Twitter and Instagram. The promotion will run from August 1 to September 15.

In addition to the concert style sweeps, Belk is making everyone a winner through their nationwide denim event. From August 1- 3, customers can bring in one or more pairs of gently used jeans to donate to the United Way and receive a \$5 coupon that can be used toward a new pair of junior jeans. United Way will distribute the donated jeans to local students in need.

Along with the company's music campaign, Belk is featuring the winners of its southern musician showcase in back to school style videos. The videos are a behind-the-scenes look at the artists choosing their performance wardrobe in the Belk Fashion Lounge for their music tours. Viewers can see Belk's new fashions for fall and shop the brands and products straight from the video at www.belk.com/music.

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 299 Belk stores located in 16 Southern states and a growing digital presence. Its [belk.com](http://www.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 Feb. 1, 2014, the company and its associates, customers and vendors donated more than \$20.9 million to communities within Belk market areas.

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