



Carolinas' Carrousel Announces the 2010 Spirit of Carrousel Award Winners

Bands in the Belk Carolinas' Carrousel Parade selected for outstanding performance

CHARLOTTE, NC – November 25, 2010—The winner of the Spirit of Carrousel marching band award was named at the close of the Belk Carolinas' Carrousel Parade in uptown Charlotte on Thursday, November 25. Judges select the winning band based on overall performance and musical skill. The band wins a cash award and will serve as the Honor Band, the leading band for the 2011 Belk Carolinas' Carrousel Parade. East Burke High School's Marching Cavaliers Band was the Honor Band for the 2010 parade.

In addition to the Spirit of Carrousel Award, three bands are chosen as best in their respective classes: Class AAA—75 or more wind instruments, Class AA—50-74 wind instruments, and Class A—up to 49 wind instruments. These band winners also receive cash awards.

The 2010 winners are:

Spirit of Carrousel Award	East Burke High School Marching Band
Class AAA	East Burke High School Marching Band
Class AA	Providence High School Marching Band
Class A	Ashe County High School Marching Band

East Burke's win makes them the Honor Band for two consecutive years. The 2011 parade will mark the ninth time the Marching Cavaliers have been the Carrousel Parade's lead band.

The parade band judges also chose North Mecklenburg Nui Psi Phi Steppers as the best Step & Drill Team and Greenville CYO Marching Corps as the best Step and Rhythm Band for 2010.

The 2010 Belk Carolinas' Carrousel Parade featured over 120 units, including marching bands, floats, step units and drill teams, and "special units." A brand new Belk float featuring Belkie Bear and Mr. and Mrs. Santa Claus was introduced in this year's parade.

About Us

The Belk Carolinas' Carrousel Parade has evolved over more than six decades as a regional tradition and highlight of the Holiday Season. Founded in 1947 by four local businessmen to attract holiday shoppers to uptown Charlotte, the Thanksgiving week events have become much more. The Parade and its ancillary activities, such as the Carrousel Scholarship program,

are produced by Carolinas' Carrousel, Inc., an independent, volunteer, non-profit, charitable organization. Carolinas' Carrousel is committed to enhancing regional area's community life through quality family oriented entertainment. The Parade officially announces and celebrates the beginning of the holiday season. In addition, it promotes excellence through awards to area high school students and marching bands. Carolinas' Carrousel, Inc. also exists to offer business, industry, and the local citizenry the opportunity of participating in showcasing the region and encouraging academic excellence in the future leaders of the area.

About Belk, Inc.

Charlotte, N.C.-based Belk, Inc. (www.belk.com) is the nation's largest privately owned mainline department store company with 305 Belk stores located in 16 Southern states. The company was founded in 1888 by William Henry Belk in Monroe, N.C., and is in the third generation of Belk family leadership. The Belk.com Web site offers a wide assortment of 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.

Belk Social Media

To connect with Belk via its Facebook page, Fashion Buzz Twitter feed, mobile phone text message updates or by email, go to: <http://www.belk.com/getconnected>.

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.

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