

THE *Belk* Carolinas' Carrousel Parade

FOR IMMEDIATE RELEASE

Carolinas' Carrousel, Inc. Teams with Charlotte Center City Partners to Make the 2010 Belk Carolinas' Carrousel Parade the Best Ever

CHARLOTTE, NC – August 25, 2010 – Carolina's Carrousel, Inc., the non-profit organization that produces the Belk Carolinas' Carrousel Parade and the Carrousel Scholarship Program, announces that Charlotte Center City Partners (CCCP) will handle production and logistics for the parade, which takes place on Thanksgiving Day, Thursday, November 25.

CCCP will be responsible for site planning, working with city services, coordinating with vendors and suppliers, providing creative support and training staff and volunteers to work at the parade.

"We teamed with Charlotte Center City Partners in 2009 and are eager to collaborate with them again this year," said Linda Healy Vespa, executive director of Carolinas' Carrousel, Inc. "Robert Krumbine and his staff put their expertise and experience in producing uptown events to work for us and the parade was a huge success. We're looking forward to tapping into their creative ideas for making the 2010 parade even bigger and better."

"It is very exciting to be a part of a long-standing Charlotte tradition," said Krumbine, CCCP's chief creative officer. "We believe this parade has managed to stand the test of time and is ready to move to a new level, making Charlotte one of the most memorable cities in the country."

For information on becoming a sponsor or participating in the 2010 Belk Carolinas' Carrousel Parade, contact Carolinas' Carrousel, Inc. at 704-525-0250 or info@carrouselparade.org.

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.

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Media Relations Contact: Linda Healy Vespa, 704-525-0250
linda@carrouselparade.org