



Belk To Be Presenting Sponsor For 2008 Carolinas' Thanksgiving Day Parade

CHARLOTTE, NC – October 30, 2008 – Belk has agreed to be the Carolinas' Thanksgiving Day Parade presenting sponsor for the second consecutive year, and will award scholarships to deserving students, as well as make awards to marching bands through the Belk Carrousel Scholarship Fund.

"We are so grateful for Belk's generous support of the parade and scholarship program. Their history of community involvement makes them the perfect fit as our presenting sponsor," said Linda H. Vespa, executive director of Carolinas' Carrousel, Inc., the producing organization. "Belk's participation is helping us enhance the features of the parade and it allows us to award deserving high school seniors for their impressive achievements."

"Belk is delighted to be the 2008 presenting sponsor of the Carolinas' Thanksgiving Day Parade," said McKay Belk, president and chief merchandising officer of Belk, Inc. "Since 1947, this parade has ushered in the holiday season for thousands of families across the greater Charlotte region. We are pleased to help continue this great legacy this year by announcing this year's parade theme – 'Wishes & Wonder' – that ties in with our Belk holiday theme for 2008.

"This year, we will also be granting scholarships through the Belk Carrousel Scholarship Fund, so named to reflect our partnership with Carolinas' Carrousel, Inc. on this very worthwhile program. This fund will award a total of 8 scholarships and marching band awards which will be presented to deserving high school seniors and schools who participate in the Thanksgiving Day Parade as the Carrousel Queen and the Carrousel Court and in marching bands."

Charlotte, N.C.-based Belk, Inc. is the nation's largest privately owned department store company. It operates 307 Belk stores 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.

About Us

The Carolinas' Thanksgiving Day 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 so much more. The Parade and its ancillary events 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. The Carolinas' Carrousel 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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