

The logo features a stylized blue bird-like icon on the left. To its right, the word "the" is in a small, black, sans-serif font above the word "belk", which is in a large, bold, black, sans-serif font. To the right of "belk", the words "Carolinas'" and "Carrousel Parade" are stacked vertically in a blue, serif font. "Carolinas'" is on the top line, and "Carrousel Parade" is on the bottom line, with "Carrousel" and "Parade" being significantly larger than "Carolinas'".

# the belk Carolinas' Carrousel Parade

FOR IMMEDIATE RELEASE

## **The Belk Carolinas' Carrousel Parade Will Be Back on Thanksgiving Day** *Charlotte's Hometown Department Store Continues Its Support as Title Sponsor*

**CHARLOTTE, NC – September 21, 2011** – When the fourth largest Thanksgiving parade in the United States marches down Tryon Street this November 24, it will proudly carry the Belk Carolinas' Carrousel Parade title for the second time. The parade has marked the beginning of the holiday season in the Charlotte region since 1947, and Belk, Inc., a long-time sponsor of the event, signed on as title sponsor in 2010.

Belk President and Chief Merchandising Officer Kathy Bufano said, "Belk is proud to continue its long association with and support of the Carolinas' Carrousel organization and the annual Thanksgiving Day parade. Our former Chairman and CEO John M. Belk was one of the parade's founders in 1947, and since then the parade has become a wonderful family tradition and an exciting way to usher in the holiday season for thousands of people across the greater Charlotte region."

"We are grateful for Belk's support of our efforts," said Jeff Collins, vice-president of First Citizens Bank and president of the board of Carolinas' Carrousel, Inc. "Their sponsorship acknowledges the importance of the parade to the region and helps us continue the tradition that has been a part of the holiday season for so long."

Carolinas' Carrousel also receives vital support from other sponsors, including its longest-serving supporter Autobell Car Wash, the Charlotte Regional Visitors Authority, Piedmont Natural Gas, Freightliner, CPI Security Systems and Time Warner Cable.

"The parade would not be possible without Belk's generous support and that of our other sponsors," said Linda Healy Vespa, executive director of Carolinas' Carrousel, Inc. "We encourage other corporations and organizations in the area to contribute to our efforts to make the parade even bigger and better."

For information on becoming a sponsor or participating in the 2011 Belk Carolinas' Carrousel Parade, contact Carolinas' Carrousel, Inc. at 704-525-0250 or [info@carrouselparade.org](mailto:info@carrouselparade.org).

### About Belk, Inc.

Charlotte, N.C.-based Belk, Inc. ([www.belk.com](http://www.belk.com)) is the nation's largest privately owned mainline department store company with 303 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. Its [belk.com](http://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. To connect with Belk via Facebook, Twitter, blog, mobile phone text messages or by email, go to: Belk Get Connected.

### About Carolinas' Carrousel, Inc.

The Belk Carolinas' Carrousel Parade ([www.carrouselparade.org](http://www.carrouselparade.org)) 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 affiliated 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, such as the Parade which officially announces and celebrates the beginning of the holiday season; its scholarship program promotes excellence through awards to area high school students and marching bands. Area businesses, industries, and the local citizenry have the opportunity to participate in showcasing the region and encouraging academic excellence in the future leaders of the area through their support of Carolinas' Carrousel and its programs.

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