



FOR IMMEDIATE RELEASE

Belk Carolinas' Carrousel Parade Seeking Grand Marshals

Parade-going family will ride in Thanksgiving Day parade

CHARLOTTE, NC – November 14, 2011 – The Grand Marshals of the Belk Carolinas' Carrousel Parade will be a family selected from among the crowd of spectators who come to uptown Charlotte to enjoy this family-favorite event—the fourth largest Thanksgiving parade in the United States.

“Thanksgiving is truly a family holiday,” said Linda Healy Vespa, executive director for Carolinas' Carrousel, Inc., the non-profit organization that produces the parade. “To honor that, in 2010 we chose a family to ride in the parade and to watch the rest of the parade from seats in our VIP grandstands. The Metz family, who were chosen just before the parade began, really enjoyed the experience and we decided to make the selection of a Grand Marshal family a Carrousel Parade tradition.”

As in 2010, Charlotte Pedicabs will provide the transportation for the Grand Marshals. “It is as always an honor to participate in this fun family Charlotte tradition. The Grand Marshals will be escorted throughout the parade for what is sure to be an experience of a lifetime,” said Max Nicholson, owner of Charlotte Pedicabs.

Parade staffers will be along the parade route in uptown Charlotte on Thanksgiving morning scouting for this year's honored family. In addition to riding in the parade and sitting in the VIP grandstands, the Grand Marshals may be interviewed by WBTV's on-site reporter for a brief appearance during the broadcast of the parade, time permitting.

The 2011 Belk Carolinas' Carrousel Parade takes place on Thursday, November 24, from 10 A.M. until 12 Noon. It starts at North Tryon and 10th Street and ends at the Levine Center for the Arts on South Tryon and Stonewall Street. The parade will be broadcast at 1 P.M. on Thanksgiving Day on WBTV.

Belk is the parade's title sponsor. 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.

For more information on the 2011 Belk Carolinas' Carrousel Parade, contact Carolinas' Carrousel, Inc. at 704-525-0250 or info@carrouselparade.org.

About Carolinas' Carrousel, Inc.

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 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.

About Charlotte Pedicabs

Charlotte Pedicabs has been providing bike taxi service and a means for advertising in the downtown Charlotte area for over six years. Owned and operated by a local Charlotte native, Max Nicholson, Charlotte Pedicabs' mission is to provide a fun and environmentally friendly way of traveling around the city. It's safe, convenient and an inexpensive way for locals and visitors to enjoy the beauty of uptown Charlotte. We are also available for special events such as weddings, birthday parties, etc. Please feel free to check out our website at <http://charlottepedicabs.com/> or call us at 704.777.4508.

About Belk, Inc.

Charlotte, N.C.-based Belk, Inc. (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 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.

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