



Made In The Carolinas Signs Carolinas' Thanksgiving Day Parade Partnership Agreement

CHARLOTTE, NC – July 21, 2008 – Made In The Carolinas, Inc. today signed an agreement to become an In-Kind Partner of the Carolinas' Thanksgiving Day Parade, providing promotional gifts for the parade and its affiliated John M. Belk Scholarship Program. The parade and the scholarship program are produced by Carolinas' Carrousel, Inc.

"Made In The Carolinas is proud to be an In-Kind Partner of the Carolinas' Thanksgiving Day Parade and its scholarship program," said Babette Cauble, Vice President of Made In The Carolinas. "We are so happy that our products will support this time-honored tradition."

Made In The Carolinas, Inc. is a one-stop shop showcasing products from both North and South Carolina. The company offers only products that are made, grown, caught, or produced here in the Carolinas. It provides a convenient site where shoppers can purchase these products and have them shipped directly to the home or office. Shoppers can select from individual items, gift baskets, gift-of-the-month, or corporate gifts. Visit MadelnTheCarolinas.com to order your Distinctively Southern Wares.

About Us

The Carolinas' Thanksgiving Day Parade – <http://carolinasthanksgivingparade.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 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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