



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:

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Junior League is Pleased to Present its New Signature Event: Lights! Camera! Fashion!

Charlotte, NC (July 1, 2010) - Lights! Camera! Fashion!, the new signature fundraiser of the Junior League of Charlotte, Inc. (JLC), hits the runway on September 19 at 6:30 p.m. at Belk SouthPark.

The event, sponsored by Belk, will feature a runway fashion show presenting the latest fall fashions from Belk, plus storewide demonstrations for men and women. Heavy hors d'oeuvres, desserts, wine, beer, non-alcoholic beverages, and coffee will be served. Special guests will be on site during the event.

General admission tickets can be purchased for \$50 each, or two for \$90, and include a gift bag with a Belk coupon inside. VIP tickets can be purchased for \$85 each, or two for \$150, and include a VIP gift bag, reserved seating for the fashion show, tickets for the Red Carpet Giveaway, and a Diamonds and Champagne toast with the chance to win a piece of diamond jewelry.

Tickets are now available at www.jlcharlotte.org, and all proceeds benefit the JLC. You don't want to miss this glamorous event for a very worthy cause!

About the Junior League of Charlotte

The Junior League of Charlotte, Inc. (JLC) is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community. Through its actions and leadership of trained volunteers, the JLC is a leading force in improving the lives of children and its families in this community. The JLC annually contributes over \$50,000 to community projects and over 25,000 volunteer hours. Projects that are supported by the JLC include: Junior League of Charlotte Family Resource Center at Levine Children's Hospital, Kids in Motion, Kids HealthLink, Partnership for Children's Dental Health, Big Shot Saturdays, JLC Puppets and more. For additional information on the Junior League of Charlotte, call 704-375-5993 or visit the website www.jlcharlotte.org.

About Belk, Inc.

Charlotte, N.C.-based Belk, Inc. (www.belk.com) is the nation's largest privately owned mainline department store company with more than 300 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 its new Facebook page, Fashion Buzz Twitter feed, mobile phone text message updates or by email, go to: <http://www.belk.com/getconnected>.

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