



FOR IMMEDIATE RELEASE

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## Junior League Announces Special Guests and More at Lights! Camera! Fashion! at Belk SouthPark on Sept. 19

Charlotte, NC (August 24, 2010) - The Junior League of Charlotte, Inc. (JLC) is pleased to announce special appearances by Kwame Jackson, star of *The Apprentice* and named one of *People's Most Beautiful People*, and Carolina Panthers players Tony Pike and Jeff King at its new signature fundraiser, **Lights! Camera! Fashion!**, to be held on September 19 at 6:30 p.m. at Belk SouthPark.

Lights! Camera! Fashion!, sponsored by Belk, will include a runway fashion show emceed by JLC member Christine Nelson-Sperow, news anchor and reporter for WBTV. Attendees may purchase Diamonds and Champagne tickets that offer the chance to win a piece of diamond jewelry (valued at \$4,000) as well as Red Carpet Giveaway tickets (prizes include: flat screen TV, cigar package, golf package, men's wardrobe package, wine package, gym membership and more). An exclusive shopping discount will also be available to ticket holders only during this event.

General admission tickets can be purchased for \$50 each or two for \$90 and include a gift bag with a Belk gift card inside valued at \$10. 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.

Tickets are now available at [www.jlcharlotte.org](http://www.jlcharlotte.org), and all proceeds benefit the JLC. You don't want to miss this glamorous event for a very worthy cause! Complimentary valet parking will be available at the Sharon Road or Fairview Road third floor parking deck.

A special thank you to our generous supporters: vitaminwater zero, Coca-Cola, Time Warner Cable, Lite 102.9 and 96.1 the Beat.

### ***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 more than 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 Shots 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](http://www.jlcharlotte.org).

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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 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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