

Nonprofit organizations are sought

Belk stores getting ready for Spring 2011 Charity Sale.

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The message: Help Belk help you.

Belk will be hosting its Spring 2011 Charity Sale April 16, but needs local nonprofit organizations and schools to sign up now to participate.

Every Belk store, which hosts the charity sale biannually, provides unlimited sale entrance tickets for local schools and charities to sell for \$5 each to the public, said Will Batte, Lake City Belk store manager.

All money generated from ticket sales is kept by the organizations selling them, Batte said.

"Belk doesn't see a penny of that money," he said. "It's all a way for Belk to partner with nonprofit

organizations and a way for them to earn extra funds."

Tickets admit their holders to the in-store sale, which will be held from 6 a.m. to 10 a.m. and will offer Belk discounts store-wide from 20 percent to 70 percent. The first 100 customers in the store will receive Belk gift cards free of charge ranging in value from \$5 to \$100 and a chance to win one of three \$1,000 Belk gift cards being awarded company-wide.

Belk will begin selling Charity Sale tickets in its stores April 8 and all revenue from those ticket sales will be split equally among participating charities and schools in each local store. Batte said organizations and schools are welcome to set up a booth at Belk the morning of the sale, making them eligible for other pre-sale ticket funds to be divided among them.

CHARITY continued on 3A



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Obituaries 5A
Advice & Comics..... 4B
Puzzles 2B



CHARITY: Volunteers

Continued From Page 1A

Charities and schools who take part in the event will also be registered to win one of three \$1,000 donations from Belk in a company-wide drawing.

There is no deadline for organizations to sign up to participate in the Charity Sale, Batte said.

"The sooner (they sign up), the better," he said. "That way they've got more opportunity to sell tickets in the community."

Organizations wishing to participate must have an Internal Revenue Service Section 501(c)(3) designa-

tion. Sign-ups are also open to all area schools, Batte said.

To register, call Batte at (386) 755-0153, ext. 201, or ask for Ann Pittman, charity sale coordinator. E-mail Pittman at ann_pittman@belk.com.

"One of our core values as a company is to be involved in the community," Batte said, "and this is a way for us as a store to really get behind some of the organizations who need some extra help and want to be able to raise some extra funds in a tougher economy."