



city of  
**greenville**

# News Release

**BELK ANNOUNCED AS TITLE SPONSOR OF 2016 FALL FOR GREENVILLE**  
*Festival donates \$44,500 to 11 nonprofit organizations*

**Greenville, S.C.** – Fall for Greenville board members today announced Belk, the private department store company based in Charlotte, N.C., as the title sponsor of the 2016 festival scheduled for October 14-16 in downtown Greenville. In celebration of the festival's 35<sup>th</sup> anniversary, Fall for Greenville also unveiled a new logo and rebranding for the annual taste of the town event.

“Festivals play an important role in the south, which is why we're excited to partner with Fall for Greenville,” said Jon Pollack, Belk Executive Vice President of Marketing, Sales Promotion and E-commerce. “This is a great opportunity for us to serve our customers and this community.”

As a result of the success of the 2015 festival, Fall for Greenville board members and event partners presented \$36,500 to 10 nonprofit organizations from the local community and recognized the efforts of those organizations which committed substantial volunteer hours over the course of the three-day event. Local charities receiving event proceeds from Fall for Greenville included:

- United Way Hands On Greenville
- Boy Scout Troop 260
- Boy Scout Troop 266
- Red Shoe Society on behalf of Ronald McDonald House
- Surgeons For Sight
- Newcomers of Greater Greenville on behalf of Project Host
- Greenville Chinese Cultural Organization
- Public Education Partners
- Neighborhood Focus

- Resurgent Capital Services on behalf of Big Brothers Big Sisters of the Upstate

“It was a privilege for Greenville Technical College to support Fall for Greenville this year as volunteer sponsor,” said Joshua Friesen, Director of Marketing and Communications for Greenville Technical College. “The event is a chance for visitors to see our amazing city, and we enjoyed the chance to make them aware of our community's two-year college. We're also pleased to be part of a festival that gives back to local charities, thus benefitting the Upstate long after the event is over.”

Over the course of the 2015 festival weekend, Fall for Greenville also collected \$4,000 in cash and Taste Ticket donations to benefit flood victims affected by the historic flooding in October. The festival matched the funds, donating a total of \$8,000 to the Midlands and Lowcountry chapters of the United Way, which are directly assisting flood victims.

Fall for Greenville has donated more than \$500,000 to nonprofit organizations over the past 10 years.

Today's announcement took place at Aloft Greenville Downtown, the official host hotel of Fall for Greenville. Special room rates are now available for the 2016 festival weekend.

For more information about Fall for Greenville, visit [www.fallforgreenville.net](http://www.fallforgreenville.net). The festival can also be followed on Facebook, Twitter and Instagram.

### **About Fall for Greenville**

Fall for Greenville is one of the largest street festivals in South Carolina, attracting between 150,000 - 200,000 people from across the Upstate and beyond. Recognized as a Top 20 Event in the Southeast, the free admission festival features 40 of Greenville's finest restaurants. In addition to providing a taste of Greenville, Fall for Greenville offers three days of ancillary events, including musical entertainment on five stages, culinary demonstrations, children's rides, wine tasting, a craft beer garden and restaurant competitions.

### **About Belk, Inc.**

Belk, Inc., a private department store company based in Charlotte, N.C., is the home of Modern. Southern. Style. with 296 Belk stores located in 16 Southern states and a growing digital presence. Belk is a portfolio company of Sycamore Partners, a private equity firm based in New York. Belk and [www.belk.com](http://www.belk.com) offer a wide assortment of national brands and private label 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.

Belk [offers many ways to connect](#) via digital and social media, including Facebook, Pinterest, Twitter, Instagram, YouTube and Google Plus, and provides exclusive offers, fashion updates, sales notifications and coupons via email or mobile phone text messages. Customers can also [download the latest Belk mobile apps](#) for the iPad, iPhone or Android.

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