



## News Release

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### Belk Named Official Style Destination of the Dallas Cowboys Cheerleaders

*Three-year agreement includes fashion, endorsements and store appearances*

**DALLAS (May 5, 2014)** – Belk, the nation’s largest family owned and operated department store company, today announced a three-year partnership agreement with the Dallas Cowboys Cheerleaders (DCC). The agreement includes endorsements, appearances, and numerous co-branded marketing initiatives. In the month of October, Belk will also be the exclusive provider of the iPromise clothing line for the benefit of Susan G. Komen outside of the Dallas Cowboys Pro Shops.

“The Dallas Cowboys Cheerleaders’ stylish reputation, southern flair and influence in Texas as well as around the world made the partnership with DCC a natural fit for Belk,” said Jon Pollack, EVP of marketing, sales promotion and eCommerce at Belk. “We look forward to working with America’s favorite cheerleaders for years to come.”

Belk will provide the official wardrobe for Director of the Dallas Cowboys Cheerleaders, Kelli Finglass, and Choreographer, Judy Trammell, as they film season nine of their hit reality TV show, “Dallas Cowboys Cheerleaders - Making the Team.” The show begins taping when auditions start on May 10, and Kelli and Judy will continue to wear fashion brands from Belk on gamedays throughout the 2014-2016 football seasons.

Finglass and Trammell, along with the cheerleaders, will be featured in a series of radio commercials to air during pre-game and in-game broadcasts.

“The synergy DCC and Belk share was apparent from the beginning. The company’s commitment to the communities in which it operates, fashion, style, and southern values mirrors what the Dallas Cowboys Cheerleaders represent,” said Finglass. “This partnership was a perfect fit, and we’re excited to work along side Belk in our upcoming football seasons.”

In April, Belk opened its first flagship location in Texas at Galleria Dallas. The Dallas Cowboys Cheerleaders were on hand to celebrate with performances, photos, and autographs at the Grand Opening charity event and Ribbon Cutting event. The 180,000-square-foot anchor store features three floors of shopping and carries high-end designer brands such as Nanette Lepore, Pink Tartan, Bonobos, Eileen Fisher, French Connection, Free People, Michael Kors, Laura Mercier and a Kate Spade Shop. Belk has 300 stores throughout the Southeast with 14 locations in Texas.

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

Charlotte, N.C.-based Belk, Inc. ([www.belk.com](http://www.belk.com)) is the nation's largest family owned and operated department store company with 300 Belk stores located in 16 Southern states and a growing

digital presence. Founded in 1888 by William Henry Belk in Monroe, N.C., the company is in the third generation of Belk family leadership and has been committed to community involvement since its inception. Each year, Belk gives a portion of its pretax income back to the communities it serves. In fiscal year ending February 1, 2014, the company and its associates, customers and vendors, donated more than \$20.9 million to those communities.

[Belk.com](http://Belk.com) offers 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. To connect with Belk visit [Belk Get Connected](#).

### **About the Dallas Cowboys Cheerleaders**

The world-renowned Dallas Cowboys Cheerleaders have dazzled crowds around the globe since 1972. Introduced to Texas Stadium to add entertainment and excitement to the NFL game-day experience, the Dallas Cowboys Cheerleaders quickly became an American icon, creating an international phenomenon that was quickly replicated throughout the NFL. The troupe's blend of glamour, beauty, showmanship, explosive dances featuring poms and their signature kickline has solidified the elite performance group's position as one of the most well-known symbols of pop culture. The ladies' signature star-spangled uniforms set the Dallas Cowboys Cheerleaders image and style apart and has brought international notoriety, that while often imitated, has yet to be duplicated in popularity and prominence. Nicknamed "America's Sweethearts," the Dallas Cowboys Cheerleaders are ambassadors of good cheer across the country and serve as the Dallas Cowboys primary military outreach liaisons. With 75 international USO tours to their name, the Cheerleaders are recipients of three prestigious service awards for their work with the military – the Spirit of Bob Hope Award, the Veterans of Foreign Wars Award and the American Legion Award. Frequent guest performances on national television shows like Oprah, Saturday Night Live, American Idol and The View only accompany the troupe's own highly rated CMT reality show titled "Making The Team" – now in its ninth season.

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