



Media Contacts:

NonStop Entertainment USA
Catina Stewart 404-665-7623
cstewart@nonstop-ent.com

**The Way Empowering Missions International Fundraising Event for
Free Mammograms at Belk's Charity Sale in Carolina Mall on June 8th & 9th**

*Cappitoff Entertainment & NonStop Entertainment USA in collaboration with The Way EMI
Present a Free Family Fundraiser Benefitting Bridgeview Foundation with
DJ, Fashion & Talent Shows, Karaoke, Games & more at Concord's Belk in Carolina Mall.*

FOR IMMEDIATE RELEASE

June 4, 2024 - The Way Empowering Missions International, Inc (The Way EMI) (501c3) is collaborating with Cappitoff Entertainment & NonStop Entertainment USA to raise money for the non-profit **Bridgeview Foundation, Inc.** at **Belk's Charity Sale** on Saturday, June 8th from 11am-5pm and Sunday, June 9th from 12pm-4pm at the Belk Mall Entrance in Carolina Mall located at 1480 Concord Pkwy N, Concord, NC 28025. Proceeds raised will provide free mammograms to eligible women with no health insurance in the Maryland District of St. Andrew Jamaica.



Belk's Charity Sale

Charlotte-based **Belk, Inc.**, a privately-owned department store, opened its first store in 1888, beginning a legacy of selling great products at great prices, treating customers like family, and giving back to the community. Today, Belk serves customers at nearly 300 Belk stores in 16 Southeastern states, at belk.com and through the mobile app. "Since Belk's doors first opened over 135 years ago, we've been committed to giving back to our local communities," said Don Hendricks, CEO at Belk. Held twice per year, the "Charity Sale offers our customers a unique and rewarding way to support local nonprofits while receiving exclusive discounts on popular national brands." To get the exclusive discounts of Belk's Spring Charity Sale, customers can purchase a \$5 ticket at The Way EMI in-store event on June 8th from 11am-5pm and June 9th from 12pm-4pm. ALL ticket sale proceeds go directly to the non-profit.

In return for purchasing a \$5 ticket, customers get great buys on rarely discounted merchandise and other items throughout the store. Plus, customers receive a \$5 credit on their first purchase during the event which includes an additional 25% off stackable coupon (some exclusions apply). Customers participating in the sale can also shop early from May 28 through June 6 to reserve their styles ahead of time and then pick up purchases the weekend of the Charity Sale.

Why It's Important

Annual mammograms are recommended for women aged 40 and older or age 35 if they are considered high risk. Early detection through regular screenings increases the chances of successful treatment for breast abnormalities. Bridgeview Foundation aims to create a stronger community through their various initiatives and acknowledges that the Maryland District community is composed mainly of low-income single mothers who work hard to make ends meet. Shamma Dickens-Phillips, President of Bridgeview Foundation Inc., states, "In Jamaica, many women tend to avoid getting mammograms due to a lack of resources, fear about the procedure, or not taking the timeout for health check-ups."

In March of 2024, in conjunction with the **Jamaican Cancer Society**, Bridgeview Foundation, The Way EMI, and **Utech's Community Service Department** successfully partnered to provide free mammograms to 20 women. Due to an overwhelming response, The Way EMI is currently fundraising to provide even more exams. With your support, just \$100 US Dollars will sponsor each woman in need.

What to Expect

We are casting for models to showcase Belk clothing and family-friendly talent on **Thursday, June 6th** from 11am-4pm and **Friday, June 7th** from 1pm-6pm at the Belk Mall Entrance at Carolina Mall. We are looking for singers, dancers, rappers, comedians and more along with models of all genders, heights, shapes, sizes, ages and abilities. No previous modeling experience is required.

On **Saturday, June 8th** join us to "party with a purpose" from 11am-5pm with a DJ, Games & Prizes, Raffles, Karaoke, 360 Photo Booth and Selfie Photo Booth sponsored and provided by Cappitoff Entertainment and NonStop Entertainment USA. The NonStop Fashion and Talent Shows will be at 11:30am and 2:30pm. On **Sunday, June 9th** the party continues from 12pm-4pm with DJ, Performances, Games & Prizes, Raffles, Karaoke, 360 Photo Booth and Selfie Photo Booth.

Sponsors

Cappitoff Entertainment is a Charlotte based company providing DJ/MC Services for Weddings, Corporate & Private Events, School Events, Karaoke, Pool Parties, Weekly Pub Trivia, Selfie Photo Booth and more. More info at cappitoffentertainment.com.

Atlanta based **NonStop Entertainment USA** is a turn-key event production company specializing in event planning, talent booking, vendor management, marketing and media services for small to large scale events. To submit online for model and talent casting go to nonstop-ent.com.

How to Donate

The Way EMI is a US based global non-profit organization committed to providing financial assistance to non-profit organizations in support of their fundraising goals for their community events and self-sustaining life improving community projects. Please join them in their commitment to support additional free mammograms and other community initiatives by making tax-deductible donations at thewayemi.org.

###