



QVC presents
FFANY
SHOES ON SALE

**WEDNESDAY
OCTOBER 13
2010**

**a benefit for breast cancer
research and education**

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JONES APPAREL GROUP, INC.

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Better and Image Brands
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ALVIN J. SITEMAN CANCER CENTER
Bixby Professor and Chairman Department of Surgery
WASHINGTON UNIVERSITY SCHOOL OF MEDICINE



Fergie

2010 PSA Spokesperson

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Steve Madden

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Tsering Namgyal
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Donald J. Pliner of Florida, Inc.

Chuck Schuyler
National Shoe Retailers Association

Stuart Weitzman
Stuart Weitzman LLC

QVC and the
FASHION FOOTWEAR
CHARITABLE FOUNDATION
present

The 17th Annual

“FFANY Shoes on SaleSM”

honoring

RONALD A. FROMM
Chairman and CEO
Brown Shoe Company, Inc.

and

SIDNEY KIMMEL
Founder and Chairman
Jones Apparel Group

with the inaugural

FFANY JODI FISHER HUMANITARIAN AWARD

recognizing tremendous leadership and commitment
to finding a cure for breast cancer

**Frederick P. Rose Hall
Home of Jazz at Lincoln Center
Broadway at 60th Street, New York City**

WEDNESDAY, OCTOBER 13, 2010

6:00 – 7:30PM Cocktail Reception and Designer Shoe Salon

7:30PM Award Presentations and

Performance by

Chaka Khan

8:30 – 9:30PM Dessert, Disco and Designer Shoe Salon

Dress is Cocktail Attire and Fabulous Shoes

Special thanks to

THE FISHER FAMILY

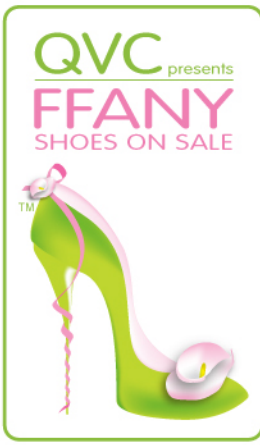
*for their most generous underwriting gift
and exceptional leadership commitment to this event*

SPECIAL PINK BENEFACTORS

NINE WEST

B BROWN SHOE

For additional information, contact the Benefit Office
Tel: 212-627-1000 • Fax: 212-627-1667 • Email: ffany@resevt.com



**NET PROCEEDS BENEFIT INNOVATIVE
BREAST CANCER RESEARCH
AND INITIATIVES AT A NUMBER
OF OUR COUNTRY'S MOST
DISTINGUISHED HOSPITALS AND
RESEARCH CENTERS**

THE ABRAMSON CANCER CENTER OF
THE UNIVERSITY OF PENNSYLVANIA

THE BREAST CANCER RESEARCH FOUNDATION

THE CENTER FOR WOMEN'S CANCERS AT
DANA-FARBER CANCER INSTITUTE

THE SIDNEY KIMMEL COMPREHENSIVE CANCER CENTER
AT JOHNS HOPKINS

THE UNIVERSITY OF MICHIGAN COMPREHENSIVE
CANCER CENTER'S BREAST ONCOLOGY PROGRAM

THE WINTHROP P. ROCKEFELLER CANCER INSTITUTE OF
THE UNIVERSITY OF ARKANSAS FOR MEDICAL SCIENCES

THE ALVIN J. SITEMAN CANCER CENTER AT BARNES-JEWISH HOSPITAL
AND WASHINGTON UNIVERSITY SCHOOL OF MEDICINE

THE JOHN WAYNE CANCER INSTITUTE BREAST CENTER
AT SAINT JOHN'S HEALTH CENTER

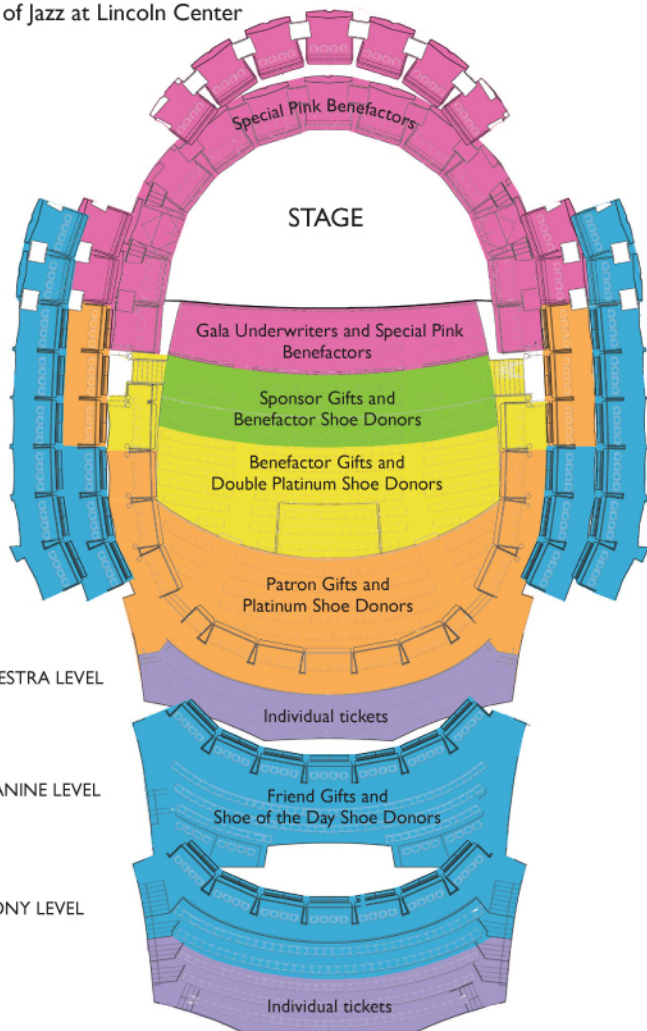
FFaNY30 1980-2010



Rose Theater

Frederick P. Rose Hall

Home of Jazz at Lincoln Center



Seating areas are approximate

Since seating is limited, early reservations are strongly encouraged.

RESERVATION/PACKAGES

Please Check:

Sponsor Gift at \$50,000

Includes a package of ten tickets (for the reception, priority seats for the award presentation and concert, and post-concert dessert reception) and special recognition at the event and in remarks.

Benefactor Gift at \$25,000

Includes a package of ten tickets (for the reception, preferred seats for the award presentation and concert, and post-concert dessert reception) and special recognition at the event.

Patron Gift at \$15,000

Includes a package of ten tickets (for the reception, prime seats for the award presentation and concert, and post-concert dessert reception) and listing in the event program.

Friend Gift at \$10,000

Includes a package of ten tickets (for the reception, seats for the award presentation and concert, and post-concert dessert reception) and listing in the event program.

Please reserve the following individual tickets:

Underwriter Ticket at \$2,500 per person (includes preferred seating)

Supporter Ticket at \$1,000 per person (includes prime seating)

I am unable to attend, but enclosed is my contribution of \$ _____

Enclosed is my check in the amount of \$ _____


OR

Bill me for \$ _____

I am interested in becoming a shoe donor.

Please contact me at _____


Seating Chart

 Gala Underwriters and Special *Pink* Benefactor Shoe Donors (\$500,000 +, 30 tickets)

 Sponsor Gifts and Benefactor Shoe Donors (\$200,000 - \$499,999, 16 tickets)

 Benefactor Gifts and Double Platinum Shoe Donors (\$100,000 - \$199,999, 8 tickets)

 Patron Gifts and Platinum Shoe Donors (\$50,000 - \$99,999, 4 tickets)

 Friend Gifts and Shoe of the Day Shoe Donors (\$20,000 - \$49,999, 2 tickets)

 Individual tickets

(over)

Name

Title/ Company (if applicable)

Address

City State Zip Code

Telephone Fax

Email

Contact name (if different from above)

List name as it should appear on all printed materials

Please make check payable to: FFCF-Fashion Footwear Charitable Foundation. Contributions are tax-deductible to the fullest extent of the law. The non-deductible portion of each dinner ticket is \$300.

Mail to: "FFANY SHOES ON SALE" Benefit HQ

232 Madison Avenue, Suite 1407
New York, New York 10016
Tel: 212-627-1000 Fax: 212-627-1667
Email: ffany@resevt.com



Wednesday, October 13, 2010

**Frederick P. Rose Hall
Home of Jazz at Lincoln Center
Broadway at 60th Street
New York City**

**6:00PM Cocktail Reception & Shoe Shopping
7:30PM Presentations & Performance**

a benefit for breast cancer research and education