



Help give breast cancer the boot...

...stiletto or pump!

August 2014

Dear Friends in the Media Industry:

We all would benefit from living in a world with a cure for breast cancer, saving the lives of our family members, friends, colleagues and customers. We hope you will help us achieve this goal - it's good business that makes you feel good too!

Please join outstanding leaders of the shoe industry like **Nine West Group, Brown Shoe, Camuto Group, Marc Fisher, Michael Kors** and many others to help fund lifesaving research.

In October, thousands of shoes will be on sale at half the manufacturer's suggested retail price with net proceeds funding breast cancer research and education. Your support is especially powerful as more shoes sold magnify in impact. Every dollar raised by QVC Presents "FFANY Shoes on Sale" in first-step research to distinguished institutions across the country attracts up to 5 dollars more that help move ideas from the lab into treatment and detection.

We are asking you to help spread a life-saving message by running a Public Service Announcement (PSA) in your September, October and even November 2014 issues. I am thrilled to announce that **Ivanka Trump** is the 2014 PSA Spokesperson! Attached is a sample mock-up of the PSA which we hope you will include in your print and online issues. We can work with you to make modifications needed for the online issue and are ready to help in any other way to make our partnership possible in the quest for a cure. QVC will supply artwork that meets your publication's delivery requirements within the timeframe needed.

Please be a hero and donate ad space to promote this fundraising event. We will be contacting you regarding this important opportunity, or for more information you may contact Melanie McCauliff at (212)627-1000 or ffany@resevt.com.

Your participation is essential to the success of this campaign and our work to invest in and achieve a cure. We hope the media sector "steps up" in a big way as together, we can achieve greatness! Thank you for your consideration.

Best regards,

Joseph C. Moore

Ronald A. Fromm

The Fashion Footwear Charitable Foundation (FFCF)
The Fashion Footwear Association of New York (FFANY)

NINE WEST GROUP

