



Help give breast cancer the boot...

...stiletto or pump!

August 2015

Dear Friends in the Media Industry:

Help us create a future free from the fear of breast cancer! Your partnership to raise visibility for this effort translates into saving the lives of our family members, friends, colleagues and customers. It's good business that makes us feel good too!

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

In October, thousands of donated 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 raises more dollars. First-step funding dollars also help to raise other funds for our beneficiaries, often fivefold, so the \$47 million raised to date has helped to put over \$250 million to work in the quest for a cure. **With your help, we can bring the total funds at work to over \$300 million!**

Please help spread a life-saving message by running a **Public Service Announcement (PSA)** in **your September, October and even November 2015 issues**. I am thrilled to announce that **Cheryl Burke** is the 2015 PSA Spokesperson! Attached is a sample mock-up of the PSA which we hope you will include in your print issues and we can adapt the ad for your online needs. We're ready to help in any way to make our partnership possible and 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 effort.** 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.

We need you to make this campaign a success. Thank you for your consideration to "step up" in a big way so that together, we can achieve a vital goal to benefit present and future generations!

Best regards,

Ronald A. Fromm
The Fashion Footwear Charitable Foundation (FFCF)
The Fashion Footwear Association of New York (FFANY)

SPECIAL PINK BENEFACTORS

NINE WEST GROUP

CALERES
★ 5 ★



VINCE CAMUTO

MARC FISHER



Cheryl Burke

Let's fight breast cancer. One step at a time.

Cheryl Burke knows that dancing is easy if you break it down into steps. So is fighting breast cancer. **Step One:** Shop QVC Presents "FFANY Shoes on Sale." **Step Two:** Get beautiful shoes at half the manufacturer's suggested retail price*. **Step Three:** A minimum of 80% of your purchase price** will benefit breast cancer research and education.

Cheryl is wearing Nine West Fertado Suede Peep-Toe Heels (S7871) created especially for QVC Presents "FFANY Shoes on Sale."

Shop QVC Presents "FFANY Shoes on Sale"®

Tune in Thursday, October 22
6-9pm ET on QVC®



FASHION FOOTWEAR ASSOCIATION OF NEW YORK

FFANY SPECIAL PINK BENEFACTORS: NINE WEST GROUP, CALERES, CAMUTO GROUP & MARC FISHER FOOTWEAR

NINE WEST GROUP: ANNE KLEIN, BANDOLINO, EASY SPIRIT, ENZO ANGIOLINI, NINE WEST // CALERES: NATURALIZER, DR. SCHOLL'S®, LIFE STRIDE, RYKÅ, SAM EDELMAN, FRANCO SARTO, VINCE, VIA SPIGA, DIANE VON FURSTENBERG, FERGIE FOOTWEAR, CARLOS BY CARLOS SANTANA // CAMUTO GROUP: VINCE CAMUTO, LOUISE ET CIE, JESSICA SIMPSON, BCBG MAXAZRIA, BCBGENERATION, LUCKY BRAND // MARC FISHER FOOTWEAR: SIGERSON MORRISON, BELLE BY SIGERSON MORRISON, GUESS, ISAAC MIZRAHI, IVANKA TRUMP, MARC FISHER, TOMMY HILFIGER // **BENEFACTORS:** CHARLES DAVID LLC: CHARLES BY CHARLES DAVID / H.H. BROWN: BØRN, HERITAGE, ISOLÁ, KORK-EASE, SOFFT, SOFTSPOTS / NEW YORK TRANSIT INC.: ANN MARINO, NEW YORK TRANSIT, SPLENDID FOOTWEAR / WILL-RICH SHOE COMPANY LLC: ADRIENNE VITTADINI // **DOUBLE PLATINUM:** DECKERS OUTDOOR: UGG AUSTRALIA / JIMLAR, A DIVISION OF LF USA: CALVIN KLEIN, COACH FOOTWEAR, FRYE / MICHAEL KORS / WOLVERINE WORLD WIDE: CAT, CUSHE, HUSH PUPPIES, KEDS, MERRELL, SAUCONY, SPERRY TOP-SIDER, STRIDE RITE / YALEET: NAOT FOOTWEAR // **PLATINUM:** AEROSOLES CHINESE LAUNDRY / CLARKS / COLE HAAN / DANSKO / DEER STAGS PRIME / MATISSE / NOSOX / SAN ANTONIO SHOEMAKERS / TITAN INDUSTRIES / VIONIC WITH ORTHAHEEL / WHITE MOUNTAIN **SHOE OF THE DAY:** VIDA SHOES: ANDRÉ ASSOUS, ESPIRIT / BELLA VITA BY EASY STREET / BLOWFISH / CAPARROS CORPORATION / CORSO COMO / EARTH BRANDS / HIGHLINE UNITED / MIA SHOES NINA / SEYCHELLES / SPRING STEP / YELLOW BOX // **QVC.COM:** CAPE CLOGS / COBB HILL BY NEW BALANCE / EASTLAND / IVANKA TRUMP KIDS / MICHAEL MICHAEL KORS KIDS / POLO KIDS / STUART WEITZMAN KIDS // **SPECIAL THANKS TO CHERYL BURKE FOR HER SUPPORT.**

*Based upon supplier's representations of value. No sales may have been made at this price. A public service announcement. Show dates, times, offers, and availability subject to change without notice.
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