



Help give breast cancer the boot...
...stiletto or pump!

May 2013

Dear Friends in the Media Industry:

We want you to join with outstanding leaders of the shoe industry, like those you see noted below, to help find a cure for breast cancer!

In October, over 100,000 pairs 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 this year would be especially meaningful as QVC Presents "FFANY Shoes on Sale" celebrates 20 years of funding "first step" research at breast cancer institutions across the country. The vital funding provided by this endeavor has helped to move ideas from the lab into treatment and detection.

QVC Presents "FFANY Shoes on Sale" is the largest philanthropic effort of the footwear industry and has donated over \$40 million to innovative researchers across the country. **The Jones Group, Brown Shoe and Vince Camuto lead the effort as Special Pink Benefactors** and are committed to this endeavor along with many mutual friends. All support helps and the shoe industry hopes you will do your part to make the 20th anniversary the most successful to date.

I am asking you to help spread a life-saving message by running a Public Service Announcement (PSA) in your August and/or September 2013 issues. I am thrilled to announce that Julianne Hough is the 2013 PSA Spokesperson! Attached are two sample mock-up options of the PSA which we hope you will include in your August and/or September print and on-line issues. Two layouts also provide the opportunity to run a different one in each issue!

QVC will supply you with camera-ready artwork that meets your publication's mechanical and delivery requirements. We are hopeful that you will join in our battle against breast cancer and agree to donate ad space to promote this fundraising event. We will be contacting you regarding this life-saving 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 a cure. We hope the media sector "steps up" in a big way for this 20th anniversary. Together, we can make a brighter and healthier future for our families, friends and all of our customers. Thank you for your consideration.

Best regards,

A handwritten signature in blue ink that reads 'Joseph C. Moore'.

Joseph C. Moore
Chairman, The Fashion Footwear Charitable Foundation
President & CEO, The Fashion Footwear Association of New York (FFANY)

THE JONES GROUP



VINCE CAMUTO