



FASHION FOOTWEAR ASSOCIATION OF NEW YORK

FOR IMMEDIATE RELEASE

Contact:

Nicole Rivers
212.751.6422, ext. 16
nrivers@ffany.org

FERGIE OF THE BLACK EYED PEAS JOINS FFANY® TO FIGHT BREAST CANCER

The 17th annual QVC Presents "FFANY Shoes on SaleSM" - a blockbuster benefit for breast cancer research and education, will also honor footwear industry leaders

NEW YORK, NY (March 22, 2010) – Shopping for shoes can save lives and Fergie, renowned artist and member of the six-time Grammy[®] award winning group The Black Eyed Peas, will spread this message and join the fight against breast cancer as the 2010 Spokesperson for QVC Presents "FFANY Shoes on SaleSM."

On **Wednesday, October 13, 2010**, The Fashion Footwear Association of New York (FFANY[®]) and QVC[®] once again join forces for the 17th Annual QVC Presents "FFANY Shoes on Sale," an annual gala and charitable shoe sale to benefit breast cancer research. Fergie will appear in the QVC Presents "FFANY Shoes on Sale" public service announcement running in September and October issues of top fashion magazines, and will be the face of this year's call-to-action campaign and event. QVC Presents "FFANY Shoes on Sale" has previously aligned with such names as Jessica Simpson, Sheryl Crow, Reba McEntire and Jamie Lee Curtis.

To date, over a million pairs of shoes have been sold, and more than \$32.5 million in net proceeds have been donated to fund cutting-edge research and education at leading hospitals and research organizations nationwide. This year's fashionable event will begin with a reception at the Frederick P. Rose Hall, Home of Jazz at Lincoln Center, in New York City. Guests will be able to mingle and shop in the Designer Shoe Salon and enjoy live entertainment while lending support to this vital cause.

FFANY will also salute two outstanding individuals for their tremendous leadership and commitment to finding a cure for breast cancer – **Sidney Kimmel**, distinguished philanthropist and Founder and Chairman of Jones Apparel Group, and **Ronald A. Fromm**, Chairman and CEO of Brown Shoe Company, Inc. Both honorees will be given the Humanitarian Award – which will be renamed this year to the **FFANY Jodi Fisher Humanitarian Award**, dedicated to the memory of Jodi Fisher who passed away in 2009 after a valiant battle with leukemia. Jodi was the visionary Co-Founder of "FFANY Shoes on Sale" and an active advocate for this cause from its conception. Jodi's passion and vision continue to inspire others and has left a tremendous legacy in the quest for a cure for breast cancer.

QVC Presents "FFANY Shoes on Sale" is a shopping experience that's good for the heart and sole. For more information on how to be part of this event, please visit FFANY.ORG or contact the Benefit HQ at 212-627-1000. Tune in to QVC on Friday, October 15th from 7PM to 10PM (ET) for the charitable shoe sale of more than 100,000 pairs of shoes sold at half of the manufacturer's suggested retail price with net proceeds to benefit this vital cause. You can also log on to QVC.com or follow FFANY's or QVC's updates on their Facebook and Twitter pages.

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About FFANY and the Fashion Footwear Charitable Foundation

The Fashion Footwear Charitable Foundation was created to support ongoing research and education programs in the fight against breast cancer and is supported by members of the Fashion Footwear Association of New York (FFANY). Donated footwear is sold on live television through QVC during the Fashion Footwear Charitable Foundation's annual charity benefit, QVC Presents "FFANY Shoes on Sale." Net proceeds are distributed to leading breast cancer research and education institutions across the United States, including beneficiaries for the 2010 event: The Abramson Cancer Center of the University of Pennsylvania, The Breast Cancer Research Foundation, The Women's Cancers Program 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 and The John Wayne Cancer Institute Breast Center at Saint John's Health Center. The Fashion Footwear Charitable Foundation makes its home at 1414 Avenue of the Americas, Suite 203, New York, NY 10019, www.FFANY.org.