



**FFCF** THE FASHION FOOTWEAR CHARITABLE FOUNDATION OF NEW YORK, INC.  
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## **27<sup>th</sup> Annual QVC Presents FFANY Shoes on Sale Fundraiser Receives Donations From 40+ Designers for This Year's Campaign**

***QVC and the Footwear Industry's Continued Commitment to Breast Cancer Research  
and Education Tops \$58.5 Million Before 2020 Campaign Kick-Off***

**New York, NY—October 15, 2020** – QVC and the Fashion Footwear Charitable Foundation of New York, Inc. (FFCF) are pleased to announce continued efforts in fundraising in 2020 to find a cure for breast cancer. The well-known and much anticipated annual event, “**QVC® Presents FFANY Shoes on Sale,**” kicked-off in early October and features prominent footwear brands who have donated dozens of styles available for sale on QVC.com. The popular campaign relies on wholesale donations from prominent footwear brands sold in collaboration with multiplatform retailer, QVC.

The 27th Annual QVC® Presents “FFANY Shoes on Sale” event will be available on QVC.com and through the QVC apps, from October 1 to December 31, 2020. Tune in to QVC October 19 at 5pm ET to shop for thousands of brand name, donated shoes and accessories offered at sale prices at least half off the MSRP or comparable retail value\*, with a minimum of 80% of the purchase price\*\* benefitting breast cancer research and education. And for the first time in FFANY Shoes on Sale history, all shoes will be under \$100. QVC Presents “FFANY Shoes on Sale” has generated more than \$58.5 million for breast cancer research and education since 1994.

“QVC’s long-standing commitment to funding research and education for devastating diseases such as breast cancer is such an important priority, and it becomes more so as the number of diagnoses worldwide continues to rise every day,” said Leslie Ferraro, President of QVC and HSN. “With every FFANY Shoes on Sale, my hope is that the funds raised from this event provide the support needed by the beneficiaries to add more tomorrows to those diagnosed with this devastating disease and, ultimately, to find a cure. Until a cure is found, we will continue to support the research community with this important event,” added Ferraro.

John Heron, FFCF President, applauded the endeavor in a statement, “Thanks first and foremost to our incredible partners at QVC. They’ve committed meaningful internal resources as well as significant exposure on their eCommerce platforms and have been true collaborators in all of our efforts.” He continued, “It is no secret that the retail industry is facing incredible headwinds this year, and while we were initially very reluctant to ask for support, we have been overwhelmed with the response to our campaign. Almost all donating companies re-committed to efforts in



*\*MSRP is based upon supplier's representation of value and no sales may have been made at this price. Comparable Retail Value represents the price being charged by retailers for items of like grade and quality.*

*\*\*Purchase price excludes Shipping, Handling and Tax.*

2020 without hesitation, with some even increasing their level of support. We cannot thank them enough and look forward to doing so in 2021 when we hope to bring the industry together in person to celebrate their generosity. We are thrilled with our product assortment and look forward to a great broadcast and selling event with QVC.”

For 27 years, the retail industry, QVC, and millions of shopping fans have contributed generously to the cause that, through a love of footwear, has had an impact that goes far beyond buying a pair of shoes. “Efforts have been dramatically different from years past. For more than two-and-a-half decades, FFANY Shoes on Sale has been the highlight for the month of October in the footwear industry. The always-sold-out gala provides the industry an opportunity to honor the achievements while celebrating our collective philanthropic passion in finding a cure for breast cancer,” said FFCF Chairman, Ron Fromm. He added, “Cancer doesn’t stop for anything, and neither do our efforts to fund a cure. It has been especially rewarding to see the industry come together and support our efforts to make this year happen.”

The Fashion Footwear Charitable Foundation (FFCF) was created to support ongoing research and education programs to fight breast cancer with support from the Fashion Footwear Association of New York (FFANY) and its members. Funds donated from “**QVC Presents FFANY Shoes on Sale**” are distributed to leading institutions for breast cancer research and education across the United States. Beneficiaries of the 2019 event were: Penn Medicine Abramson Cancer Center, Dana-Farber Cancer Institute, Breast Cancer Research Foundation (BCRF), Rogel Cancer Center at the University of Michigan, University of Washington Medicine Cancer Vaccine Institute, Cedars Sinai, Siteman Cancer Center, John Wayne Cancer Center, and Weill Cornell Medicine New York-Presbyterian.

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