

## Fashion Footwear Charitable Foundation (FFCF) Returns to NYC for 2nd Annual Shoes for A Cure Charity Shoe Sale, Proceeds Benefitting First Step Breast Cancer Research

This October, the footwear industry will band together for the second year in a row to host a 5-day charity shopping event to help find a cure for breast cancer. This will mark the footwear industry's 30th year of fundraising, with more than \$60M raised, and the 2nd annual Shoes for a Cure charity shoe sale.

The Shoes for a Cure 2024 Charity Shoe Sale will take place Wednesday, October 23rd through Sunday, October 27th, at NYC's Iconic Chelsea Market. Shopping is open to the public. Partners include, Birkenstock, HOKA, New Balance, Marc Fisher Footwear, Michael Kors, Steve Madden, Rack Room and Wolverine Worldwide. Additional information and partners can be found at [shoesforacure.org](https://shoesforacure.org).

Key supporters of Shoes for a Cure will gather at Le Chalet at L'Avenue at Saks on the evening of Tuesday, October 22nd, to kick off this amazing initiative. We welcome SFAC partner Emily Rockefeller, who is working with FFCF to raise money for the important cause of funding first-step breast cancer research.

Shoes for a Cure will fuel the FFCF's mission of transforming the shoe industry's donations of footwear into dollars for first-step funding at leading breast cancer research organizations in the U.S.. This year, Shoes for a Cure is thrilled to once again partner with Dr. Lisa Newman, internationally renowned breast surgeon and researcher, in support of her life changing first-step breast cancer research. Dr. Newman recently conveyed "FFCF has always been visionary in supporting breast cancer research that has been transformational from an oncologic perspective and most importantly lifesaving for our patients. I am incredibly proud and honored that they have supported my team's international research, which has been unraveling the genetic causes of triple negative breast cancer, as this biologically aggressive form of the disease contributes substantially to the 40% higher breast cancer mortality rates that we see in African American compared to White American women."

The charitable initiative began as a tent sale in Central Park in 1994, as an inspired call-to-action of the Fashion Footwear Association of New York (FFANY) and Co-Founders Jodi and Jerome Fisher, to join the generosity of the shoe industry with compassionate customers, to raise funds to find a cure for breast cancer.

Sandi Mines, President of the Fashion Footwear Charitable Foundation (FFCF) and Vice President of the Footwear Distributors & Retailers of America (FDRA) is thrilled to be building upon the initial success of Shoes for a Cure in this second year. "Breast cancer affects millions of people. Through Shoes for a Cure, we can join hands as an industry and make a tangible difference. Every purchase made through Shoes for a Cure directly contributes to the advancement of groundbreaking research, enabling researchers and scientists to push boundaries, seek innovative solutions, and ultimately bringing us closer to a world without breast cancer."

Additionally, in marking this 30th anniversary of fundraising, Shoes for a Cure is proud to be launching in Miami in partnership with the Miami Design District. This will be a one day, invitation-only, charity shopping activation and private cocktail event on October 17, 2024. Donations raised in Miami will benefit the Braman Family Breast Cancer Institute at the University of Miami Sylvester Comprehensive Cancer Center. The Miami Design District will be hosting these activations with more than 20 luxury brands.

For additional information please contact: Sandi Mines at [SMines@FDRA.org](mailto:SMines@FDRA.org).

**About:** FDRA is governed and directed by footwear executives and is the only trade organization focused solely on the industry. Serving the full footwear supply chain, it boosts its members' bottom lines through innovative products, training, consulting on footwear design and development, sourcing and compliance, trade and customs, advocacy, and consumer and sales trend analysis for shoe retailers around the world. FDRA supports 500 companies and brands worldwide, representing 95% of the total U.S. footwear industry.