



Fashion Footwear Charitable Foundation

Footwear Industry Charitable Foundation Rallies with Renewed Efforts for Renowned Fundraising Event and Expansion of Board Leadership
QVC®, a Leader in Multiplatform Video Livestreaming, Commits to its 28th Year of Support

QVC Presents “FFANY Shoes on Sale”

The Fashion Footwear Charitable Foundation of New York, Inc. (FFCF) is confirming its continued commitment with its annual campaign to find a cure for Breast Cancer. The widely supported annual fundraiser relies on wholesale product donations from prominent footwear brands that are then sold in collaboration with QVC®, benefiting funding for Breast Cancer research. **“QVC Presents FFANY Shoes on Sale”** is scheduled to air live across multiple platforms including broadcast on Monday, October 12th at 5 PM, EDT, with extended opportunities to shop for the cause through QVC’s digital platforms in early October.

For over 25 years, the event has galvanized the footwear industry and QVC customers who contribute generously to help find a cure for Breast Cancer through a love of footwear that goes beyond feet. John Heron, FFCF President, applauds this endeavor in a statement, “Thanks first and foremost to QVC who has once again committed their time, energy, and support through their teams, as well as significant exposure on their multiple digital retail platforms. They have been true collaborators in all of our efforts.” He continued, “The footwear industry is facing continued headwinds as we emerge from the pandemic but remains steadfast in its resolve and commitment to funding the efforts of our research beneficiaries as they seek a cure for Breast Cancer. We hope and anticipate that footwear companies will once again pledge with the solidarity that has defined our industry by donating their products to fuel our efforts and our cause in 2021.”

FFCF Board of Directors Expands in 2021

The FFCF continues to evolve and is announcing changes to its Board of Directors. Two longstanding members and pillars of the footwear industry, Joseph Moore and Greg Connors, have recently retired from the board.

FFCF Chairman Ron Fromm addressed the outgoing members, “Thank you to Joe and Greg, we will miss their loyal dedication. Joe has been involved with the FFCF for over 20 years, and for many of them, he was at the helm. During this time, the Foundation has directly contributed over \$59 million to fund first-step research, and we simply would not have done so without Joe’s determination and passionate leadership. Greg and White Mountain Footwear have been long-time contributors to our efforts. His steady counsel has been critical in guiding the foundation through the challenges of the last few years.”

The current Board of Directors was installed during a virtual board meeting in April. Fromm continued in welcoming the new members, “Congratulations to these new members of the board, who will help guide the FFCF through a period of renewal and transformation. Our foundation has been a constant to the footwear industry for over a quarter-century. As the global discourse has shifted along with our business, we are prepared and embrace the changes with a board that is more diverse and will ably guide the foundation in 2021 and beyond.”

With a statement of affirmation and a view toward the future, John Heron added, “I am thrilled to collaborate and move our foundation forward with this team of industry leaders. Each of our new members has a deep and personal connection to the industry as well as the FFCF, I know we are all excited to sustain and re-invigorate this incredible effort.”

The new members of the Fashion Footwear Charitable Foundation Board are:

- Jill Hatton, DVP of Sales and Planning, Michael Kors
- Susan Itzkowitz, President, Marc Fisher Footwear
- Sharon Jones, SVP Sourcing and Merchandising, Berkshire Hathaway Shoe Holdings
- Faryl Morse, Founder and CEO, Faryl Robin Footwear
- Matt Priest, President and CEO, FDRA

The Fashion Footwear Charitable Foundation was created to support ongoing research and education programs to fight breast cancer. Funds donated from “QVC Presents Shoes on Sale” are distributed to leading institutions for breast cancer research and education across the United States. Beneficiaries of the 2020 event were: Penn Medicine Abramson Cancer Center, DanaFarber Cancer Institute, Rogel Cancer Center at the University of Michigan, University of Washington Medicine Cancer Vaccine Institute, Cedars Sinai, Siteman Cancer Center, St John’s Cancer Center, and Weill Cornell Medicine New York-Presbyterian.

QVC® is a world leader in video commerce, offering engaging, interactive shopping experiences for millions of people worldwide and large audiences for thousands of vendors. Every day, QVC engages millions of shoppers in a journey of discovery through an ever-changing collection of familiar brands and fresh new products, from home and fashion to beauty, electronics, and jewelry. Worldwide, QVC reaches 218 million homes via its 12 broadcast networks and reaches millions more via multiple streaming services, websites, mobile apps, and social pages.