

QVC PRESENTS
 “FFANY SHOES ON SALE”

• TUNE IN •
 Thursday, October 20th
 6-9PM ET on QVC

• GALA AT •
 Waldorf Astoria New York
 Tuesday, October 25th

FFANY

FASHION FOOTWEAR ASSOCIATION OF NEW YORK

Salutes



CEDARS-SINAI®

SAMUEL OSCHIN
 COMPREHENSIVE CANCER INSTITUTE

and Thanks

MICHAEL KORS

CELEBRATING
 OVER A DECADE OF
 LEADERSHIP SUPPORT OF
 “FFANY SHOES ON SALE”

FFANY extends special appreciation to



for its longstanding commitment to expanding outreach through QVC Presents “FFANY Shoes on Sale” and help to generate over \$50 million for first-step research to find a cure for breast cancer.

THE SAMUEL OSCHIN COMPREHENSIVE CANCER INSTITUTE AT CEDARS-SINAI MEDICAL CENTER

FFANY, KORS STEP UP FIGHT AGAINST CANCER

How one leading doctor aims to create positives for a breast cancer called “triple-negative.”

The research by Dr. Armando Giuliano has for more than a decade reflected a great advantage in partnering with the Fashion Footwear Association of New York to battle breast cancer.

Today, it’s his leading-edge work to fight deadly triple-negative breast cancer at FFANY beneficiary Samuel Oschin Comprehensive Cancer Institute at Cedars-Sinai Medical Center in Los Angeles. Previously, it was his work with lymph nodes at John Wayne Cancer Center in Santa Monica.

“I have been a recipient of FFANY funding for many years,” Giuliano said. “FFANY money is great, because it enables researchers to do start-up projects. Many other donor organizations wait to see if something begins to work before they give you the money simply because they want to make sure the money is going to a viable project.”

“Start-up work is vitally important. We were able to run with our work on lymph nodes and what we developed is now used on lymph node treatments worldwide. FFANY made that possible.”

“We are using FFANY money now to treat a very bad type of breast cancer called triple-negative,” said Giuliano, who’s recognized internationally as one of the foremost scientists, physicians and educators in the fight against breast cancer. “It’s called that because this particular cancer lacks the three common markers that we identify to treat the disease.

There is no target for the treatment. I’m very grateful to FFANY.”

Giuliano’s Cedars-Sinai team uses molecular and genomic approaches to research as well as clinical care to apply targeted therapies to the wide variety of breast cancer types. Heredity may make some people sensitive to contracting cancer that could be stemmed through preventative measures while others with the disease may be treated with non-chemotherapy drugs. The spreading of breast cancer, the No. 1 cancer affecting women, to other organs is also a concentration of study at the Oschin Center.

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—Dr. Armando Giuliano, Oschin Center

The Oschin Center also is establishing the Breast Cancer Specimen Repository and Live Tumor Cell Line Bank to better study types of the disease and treatments that eradicate them.

Among the FFANY donors supporting Dr. Giuliano’s work at Cedars-Sinai is the New York-based fashion designer Michael Kors, who has been a generous donor of his coveted footwear and handbags for over a decade.

“Unfortunately, breast cancer is something that affects too many of our friends, families and customers in one way or another,” Kors said. “My husband’s mom had breast cancer. She was an incredibly strong woman. I’ve been fortunate in that I am able to give back to the community. I’m thrilled to support a cause like ‘FFANY Shoes on Sale’ that raises both funds and awareness for breast cancer.”



Michael Kors, 2005 FFANY Designer of the Year, has been a lead benefactor of “FFANY Shoes on Sale”

Cutting-edge research at the Samuel Oschin Comprehensive Cancer Institute at Cedars-Sinai Medical Center creates better standards of care worldwide.

