

QVC PRESENTS
“FFANY SHOES ON SALE”

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

• GALA & DESIGNER SHOE SALON AT •
Waldorf Astoria New York
Tuesday, October 25th

FFANY

FASHION FOOTWEAR ASSOCIATION OF NEW YORK

Salutes



**JOHN WAYNE
 CANCER INSTITUTE**
 at Providence Saint John's Health Center

BENEFICIARY SINCE 1994, FOR ITS
 TRANSFORMATIVE RESEARCH CREATING
 METHODS AND STANDARDS OF EXCELLENCE
 ADOPTED WORLDWIDE

and Thanks

CHINESE LAUNDRY
 LOS ANGELES

ON DEDICATED COMMITMENT OVER THE YEARS
 AS A PLATINUM DONOR AND DISTINGUISHED
 SERVICE ON THE FFANY BOARD

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.

JOHN WAYNE CANCER INSTITUTE AND MARGIE PETERSEN BREAST CENTER

Where There's A Will, There's A Wayne—And A Petersen

John Wayne Cancer Institute and
 Margie Petersen Breast Center
 Continue Advances on Breast Cancer

When it comes to combatting cancer, leading-edge research efforts create strong allies. Like stylish high heels next to scruffy cowboy boots, the Fashion Footwear Association of New York and the John Wayne Cancer Institute and its affiliated Margie Petersen Breast Center at Providence St. John's Health Center in Santa Monica have fought side-by-side for more than a decade to stomp out the dread disease.

“FFANY Shoes on Sale” has funneled more member donations to Wayne/Petersen—more than \$7 million—than to any other cancer research center. Revolutionary technology to examine lymph nodes to check on the spread of cancer cells was developed at Wayne, where the Petersen provides a wide variety of care to 2,500 annual patients.

“The power of our brands and brains together will make a difference,” said donor Robert Goldman, Co-Founder & CEO of Chinese Laundry. “I believe ‘FFANY Shoes on Sale’ and all the donations made over the years, have helped the doctors and researchers make great strides to finding a cure. We all have causes that are near and dear to our heart, but when we work together we can see change happen. How could we not? This is a disease that impacts so many of friends and family. To help them, in any way, is our duty and our privilege to be able to donate and participate in events like this.”



Providence Saint
 John's Health Center in
 Santa Monica, CA

“John Wayne has a long history of discovery in the cancer research,” said Dr. Rebecca Crane-Okada, director of Breast Cancer Navigation at Petersen and professor of oncology at the 35-year-old Wayne. “Much of that was the result of innovative and cutting-edge work that FFANY was instrumental in initiating. Because FFANY funded early work with seed money that led to studies that gained foundation funding that would not have been dedicated to seemingly risky efforts. FFANY is noted for taking chances.”

One investigation at the Wayne/Petersen alliance studied microbes on the breast surface. “No one wanted to fund it,” said Dr. Delphine Lee, director of the Dirks/Dougherty Lab at Wayne/Petersen. “FFANY stepped in. Because of FFANY, we were able to describe human breast microbiomes in women with breast cancer.”

Among the major ongoing studies at Petersen that FFANY funding initiated is the use of bacteria to fight breast cancer. Lee said that this particular study indicates that bacteria is present more in healthy breast tissue more than in cancerous breast tissue, and the results could help advance immunization against the disease.

“Supporting ‘FFANY Shoes on Sale’ goes back to my wife, Carol, of 50-plus years and my two daughters, Alex and Lauren,” said Goldman, emphasizing that we all want to keep our loved ones safe. “I sleep better knowing there's a cure on the horizon. I also take comfort knowing that we're working to make aggressive improvements in treatment, diagnosis, and care for patients that are currently battling the disease.”



(Top) Dr. Rebecca Crane-Okada, director of Breast Cancer Navigation at Petersen. (Above) Robert Goldman, Co-Founder & CEO of Chinese Laundry

7 MILLION DOLLARS that FFANY has
 donated to JWCI

2,500 PATIENTS served annually
 at Petersen

35 YEARS JWCI has been fighting cancer