

SUSAN F. SMITH CENTER FOR WOMEN'S CANCERS AT DANA-FARBER CANCER INSTITUTE, BOSTON

**FFANY**

FASHION FOOTWEAR ASSOCIATION OF NEW YORK

THANKS ALL THE 2016  
SUPPORTERS OF  
QVC PRESENTS  
"FFANY SHOES ON SALE"

— We Salute —

**DANA-FARBER**  
CANCER INSTITUTE

— and Thank —

**H·H·BROWN**  
SINCE 1863

FOR ITS CONTINUED LEADERSHIP  
OF FFANY AND  
AS A BENEFACTOR 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.

## Allies FFANY, Dana-Farber Battle Cancer Old and New

Recording star, actress and fashion icon Zendaya lends her influence to spread word about QVC Presents "FFANY Shoes on Sale" while Dana-Farber Institute continues the good fight

"Curing cancer," a powerful phrase of hope and conviction, requires accepting a thousand immense challenges not limited to identifying strains of the deadly disease, ways to battle its invasions and caring personally for the afflicted. At the Susan F. Smith Center for Women's Cancers at Dana-Farber Cancer Institute in Boston, the ongoing challenges include an enemy that doesn't discriminate in age.

"Breast cancer can affect so many women, and there's not a lot of awareness," said Zendaya, the 2016 "FFANY Shoes on Sale" spokesperson. The singer, actress, dancer and fashion icon said, "Young people especially don't know the signs, so 'FFANY Shoes on Sale' is definitely important to me since I have so many young women who are fans."

"The continued goal for FFANY is to act as the aggregator of our industry's good will and substantial monetary giving," said Jim Issler, President & CEO, H.H. Brown Shoe Company and Chairman of the FFANY Board of Directors. "Without FFANY as a conduit, I doubt that we as individuals or companies would find another platform that could replace FFANY's organizational acumen. H.H. Brown, not unlike many other industry retail and wholesale leaders, has found true value participating in this valiant effort to eradicate breast cancer."

The funding required to have sustained the

**20 YEARS** that FFANY has donated to Dana-Farber research

**7 MILLION DOLLARS** that FFANY has donated to Dana-Farber research

**Oct 20 TUNE IN** to QVC 6-9ET for "FFANY Shoes on Sale"

**Oct 25 "FFANY SHOES ON SALE" GALA** at Waldorf Astoria New York



Dr. Eric Winer directs the Breast Oncology program at the Susan F. Smith Center for Women's Cancers at Dana-Farber Cancer Institute.



leading-edge work at the Smith Center has included almost \$7 million over 20 years from FFANY donor members through QVC Presents "FFANY Shoes on Sale."

"Being a part of QVC Presents 'FFANY Shoes on Sale' allows me to share my passion for shoes with my fans while also demonstrating how fun it can be to contribute to such a worthwhile cause," said Zendaya, whose grandmother battled breast cancer. FFANY funding significantly allows

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Dr. Eric Winer, Director of Breast Oncology at Susan F. Smith Center for Women's Cancers.

great latitude, says Dr. Eric Winer, the Smith center's director of breast oncology.

"Year-in and year-out, FFANY funding allows us to maintain the infrastructure and collect data that is absolutely critical to our purpose," Winer said. "Two, FFANY money allows us to advance major clinical research and hire the finest experts. And three, FFANY money allows us to hire young investigators to gain a foothold with new ideas that prove valuable, ideas that gain funding from other sources. FFANY donors lead to other donors."

"FFANY gives us unrestricted funds. FFANY has no agenda other than fighting cancer. FFANY gives us the money and says, 'Use this to the best of your ability.' That type of funding is rare, and it really makes a difference," Winer said. "FFANY has really been huge for us. FFANY funds the tree, the trunk and all of its branches."