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The 23rd Annual QVC Presents “FFANY Shoes On Sale” Gala Event Announces Sandra Lee as Humanitarian Of The Year Award Recipient

New York, New York, September 15, 2016 – QVC Presents “FFANY Shoes on Sale” announced today that Sandra Lee activist, author, multi-Emmy award winning television personality and Editor-in-Chief of *Sandra Lee Magazine* and *sandralee.com*, will be honored with the FFANY Jodi Fisher Humanitarian Award. FFANY dedicated its Humanitarian Award in memory of the event’s co-founder who passed away in 2009 after a valiant battle with leukemia.

The Gala will take place on October 25th at the Waldorf Astoria New York. The award will be presented to Ms. Lee in recognition of her exceptional contribution in the fight against breast cancer. Her efforts in addition to generously sharing her personal battle with breast cancer have significantly raised awareness nationally and helped save countless lives.

Ms. Lee has served as an inspiration to those facing a diagnosis, to those who are survivors, to their loved ones and to the medical community to provide the highest quality of care and compassion for those battling breast cancer. Ron Fromm President of the Fashion Footwear Association of New York says, “We believe Sandra has exemplified incredible strength and courage in her personal battle and by honoring her it will give people faced with this illness hope, while bringing us all closer to finding a cure.”

QVC Presents “FFANY Shoes on Sale,” a live, three-hour broadcast to benefit breast cancer research and education, is scheduled to air October 20 from 6:00 to 9:00 PM (ET) on QVC. Approximately 180 styles will be offered at half the manufacturer’s suggested retail price*. In addition customers can shop the “Shoe of the Day “ on QVC throughout the month of October televised on the QVC Morning Show, select styles will also be available for purchase on QVC.com.

**The manufacturer’s suggested retail price is based on supplier’s representation of value. No sales may have been made at this price. Purchase price excludes shipping, handling and tax.*

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The Fashion Footwear Charitable Foundation was created to support ongoing research and education programs in the fight against breast cancer and is supported by members of the **Fashion Footwear Association of New York (FFANY)**. Donated footwear is sold on live television through QVC during the Fashion Footwear Charitable Foundation's annual charity benefit, QVC Presents "FFANY Shoes on Sale." Funds are distributed to leading breast cancer research and education institutions across the United States, including beneficiaries for the 2016 event: The Abramson Cancer Center of the University of Pennsylvania, The Breast Cancer Research Foundation, The Samuel Oschin Comprehensive Cancer Institute at Cedars-Sinai Medical Center, The Susan F. Smith Center for Women's Cancers at Dana-Farber Cancer Institute, The University of Michigan Comprehensive Cancer Center's Breast Oncology Program, The University of Pittsburgh Cancer Institute, The Winthrop P. Rockefeller Cancer Institute of the University of Arkansas for Medical Sciences, The Alvin J. Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine, The Margie and Robert E. Petersen Breast Cancer Research Program at the John Wayne Cancer Institute at Providence Saint John's Health Center. The Fashion Footwear Charitable Foundation makes its home at 274 Madison Avenue, Suite 1701, New York, NY 10016, www.FFANY.org

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