



FOR IMMEDIATE RELEASE

**The 24<sup>th</sup> Annual QVC Presents “FFANY Shoes On Sale” Gala Event Announces FFANY Retailer of the Year, FFANY Designer of the Year, and FFANY Jodi & Jerome Fisher Humanitarian Award Recipients**

*Zappos.com, Inc., Alexandre Birman and Patrick Wayne will be honored at the October 10<sup>th</sup> gala*

**New York, New York [September 28, 2017]** – QVC Presents “FFANY Shoes on Sale” announced today the 2017 honorees that will be awarded at the 24<sup>th</sup> annual gala.

The 2017 QVC Presents “FFANY Shoes on Sale” Honorees include:

- **Zappos.com, Inc.**, the leading online shoe and apparel shop, will be honored with the FFANY Retailer of the Year Award
- **Alexandre Birman**, footwear designer and member of the CFDA, will be honored with the FFANY Designer of the Year award
- **Patrick Wayne**, board chair of the John Wayne Cancer Institute and son of John Wayne, will receive the FFANY Jodi & Jerome Fisher Humanitarian Award

“FFANY is proud to award these special honorees at the QVC Presents ‘FFANY Shoes on Sale’ gala,” said Ron Fromm, President and CEO of the Fashion Footwear Association of New York. “Their leadership and commitment to the footwear industry and breast cancer research is invaluable, and we are thrilled to honor Zappos.com, Inc., Alexandre Birman and Patrick Wayne as 2017 honorees.”

Special Pink Benefactors for the 2017 event who have provided shoe donations for QVC Presents “FFANY Shoes on Sale” and \$500,000 or more in donations include Nine West Holdings, Inc., Caleres, Camuto Group and Marc Fisher.

The gala will take place on October 10<sup>th</sup> at the Ziegfeld Ballroom in New York. The nearly 10,000 square foot main ballroom will host the QVC Presents “FFANY Shoes on Sale” gala as the first gala in the newly renovated venue.

The “FFANY Shoes on Sale” gala recognizes this year’s honorees as well as the companies that make the shoe donations to the Designer Shoe Salon to help fund breast cancer research. To date, over \$53 million has been donated to fund “first-step” research at some of the nation’s leading research organizations. A live, three-hour broadcast to benefit breast cancer research and education is scheduled to air Thursday, October 12 from 6 PM to 9 PM (ET) on QVC. Approximately 140 styles will be offered at half the manufacturer’s suggested retail price\*. In addition, customers can shop the “Shoe of the Day” on QVC® each weekday



between 7 AM to 9 AM (ET) throughout the month of October. Select styles will also be available for purchase on QVC.com beginning October 1.

*\*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 2017 event: Penn Medicine's Abramson Cancer Center, Breast Cancer Research Foundation, Cedars-Sinai Samuel Oschin Comprehensive Cancer Institute, The Susan F. Smith Center for Women's Cancers at Dana-Farber Cancer Institute, Michigan Medicine Comprehensive Cancer Center's Breast Oncology Program, UPMC Hillman Cancer Center, University of Arkansas for Medical Sciences Winthrop P. Rockefeller Cancer Institute, Alvin J. Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine in St. Louis, and 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](http://www.FFANY.org)

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