



**THE FASHION FOOTWEAR ASSOCIATION OF NEW YORK ANNOUNCES 25<sup>TH</sup>  
ANNIVERSARY DATE OF “FFANY SHOES ON SALE” GALA**

NEW YORK, NY [November 13, 2017] –The **Fashion Footwear Association of New York** (FFANY) is excited to announce that the 25<sup>th</sup> Anniversary of the “FFANY Shoes on Sale” gala will take place on Thursday, October 11, 2018 at the newly renovated Ziegfeld Ballroom.

Over the past 24 years, “FFANY Shoes on Sale,” which joined forces with QVC in 1995, has granted more than \$53 million to help bring us closer than ever to finding a cure for breast cancer. Once again this year, the Fashion Footwear Charitable Foundation is pleased to announce that grants totaling more than \$2.5 million will be distributed to nine leading cancer institutions in the United States. This star-studded event attended by industry notables and celebrities will recognize the generosity of footwear donors and designers, while honoring the researchers who are committed to finding a cure.

The gala will be held at the Ziegfeld Ballroom in New York in 2018. The nearly 10,000 square foot main ballroom was host to the 2017 QVC Presents “FFANY Shoes on Sale” gala as the first event in the newly renovated space.

**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. 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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