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**The 25<sup>th</sup> Annual QVC Presents “FFANY Shoes on Sale” Gala Event Announces FFANY Family Retailer of the Year, FFANY Designer of the Year, FFANY Jodi & Jerome Fisher Humanitarian Award Recipients and inaugural FFANY Influencer Figure in Fashion and FFANY Fashion Icon Awards**

*Famous Footwear, Tabitha Simmons, Anne Fisher, Olivia Palermo, and Jessica Simpson will be honored at the October 11<sup>th</sup> gala*

**New York, New York [October 9, 2018]** – QVC Presents “FFANY Shoes on Sale” announced today the 2018 honorees that will be awarded at the 25<sup>th</sup> Anniversary Gala.

The 2018 Honorees include:

- **Famous Footwear**, accepted by Molly Adams, President, the go-to destination for top brands and styles for the family, will be honored with the FFANY Family Retailer of the Year Award
- **Tabitha Simmons**, known for her incredible namesake footwear line, will be honored with the FFANY Designer of the Year Award
- **Anne Fisher**, wife and mother to the late Jerome and Jodi Fisher, will receive the FFANY Jodi & Jerome Fisher Humanitarian Award for visionary and continued commitment since the founding of this effort
- **Olivia Palermo**, entrepreneur and global style icon, will be honored with the inaugural FFANY Influential Figure in Fashion Award
- **Jessica Simpson**, noted singer, actress and fashion designer, will be honored with the inaugural FFANY Fashion Icon Award for leadership in the industry and longstanding commitment to this cause.

“FFANY is proud to award these special honorees at the QVC Presents ‘FFANY Shoes on Sale’ 25<sup>th</sup> Anniversary Gala,” said Ron Fromm, President and CEO of the Fashion Footwear Association of New York. “Their dynamic leadership and outstanding commitment to the footwear industry and breast cancer research is invaluable, and we are thrilled to honor Famous Footwear, Tabitha Simmons, Anne Fisher, Olivia Palermo, and Jessica Simpson as 2018 honorees.”

Special Pink Benefactors for the 2018 event who have provided shoe donations for QVC Presents “FFANY Shoes on Sale” and \$500,000 or more in donations include Caleres, Camuto Group, and Marc Fisher.

The gala will take place on October 11<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.



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 \$55 million has been distributed to fund “first-step” research at some our country’s premier hospitals and foundations leading in breast cancer research. A three-hour broadcast to benefit breast cancer research and education is scheduled to air live from QVC and the Ziegfeld Ballroom Thursday, October 11 from 6 PM to 9 PM (ET) on QVC. QVC.com with special interviews live from the Gala on QVC’s Facebook Live page. 126 styles will be priced at least half off the manufacturer’s suggested retail price or comparable retail value\*. 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.

\* At least half off the MSRP or Comparable Retail Value. MSRP is based upon supplier’s representation of value and no sales may have been made at this price. Comparable Retail Value represents the price being charged by retailers for items of like grade and quality, 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. Beneficiaries of the 2018 event: Penn Medicine Abramson Cancer Center, Breast Cancer Research Foundation, Cedars-Sinai Samuel Oschin Comprehensive Cancer Institute, Dana-Farber Cancer Institute, Rogel Cancer Center Michigan Medicine, UPMC Hillman Cancer Center, UAMS Winthrop P. Rockefeller Cancer Institute, Siteman Cancer Center, John Wayne Cancer Institute at Providence Saint John’s Health Center, Weill Cornell Medicine and NewYork-Presbyterian.

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