

# Charity Matters

## Charity In Heels

(NAPSA)—Innovative charity events have made it easier than ever to support worthy causes just by doing simple everyday things like buying shoes.

Once again, leading multichannel retailer QVC and the Fashion Footwear Association of New York (FFANY) will host QVC Presents “FFANY Shoes on Sale,” a charitable shoe sale that benefits breast cancer research and education institutions. The annual event will air on QVC October 17, 2007 from 7-10 PM (ET).

For people who love fabulous footwear, this is the ultimate shopping event—with sensational shoes offered at half the manufacturer’s suggested retail price.

Over the past 13 years, QVC Presents “FFANY Shoes on Sale” has sold more than 1 million pairs of shoes and has donated nearly \$25 million to the cause.

This year, more than 100,000 pairs of shoes from brands like Coach, Nine West, Michael Kors and Via Spiga will be on sale, with all net proceeds going to leading breast cancer research and education institutions including the Abramson Cancer Center of the University of Pennsylvania. Additional styles will be available on [www.QVC.com](http://www.QVC.com).

### Preventative Measures

To help combat breast cancer, women should make the following part of their health routine:

- a monthly self-examination;
- an annual mammogram after age 40; and
- a complete physical examination once a year.