

# NEWSWORTHY TRENDS

## It's All About The Shoes

(NAPSA)—From comfortable mules to towering stilettos, women love to accessorize from the bottom up. According to a 2007 consumer survey, American women own, on average, 19 pairs of shoes—and 15 percent of women own 30 pairs or more.

To give women the opportunity to shop for a good cause, leading multimedia retailer QVC and the Fashion Footwear Association of



**Women who love shoes can help a great cause while indulging their personal style.**

New York (FFANY) will once again host QVC Presents “FFANY Shoes on Sale,” a charitable shoe sale benefiting breast cancer research and education.

This annual event, now in its 15th year, has to date raised more than \$28 million for the cause. And the sale, which airs October 15 from 7 to 10 p.m. (ET), lets women indulge their love of shoes while giving back and helping to support a cause that hits very close to home.

With more than 100,000 pairs of shoes being offered at half the manufacturer’s suggested retail price, this is a terrific opportunity for both fashion-conscious and budget-minded shoppers to indulge charitably. For details, visit [www.QVC.com](http://www.QVC.com).