

The Active Consumer

Stepping Up To Fight Breast Cancer

(NAPSA)—Buying designer shoes isn't just a pick-me-up for your wardrobe. It could also be good for women's health and an important step toward fighting breast cancer. In fact, one shoe sale has raised nearly \$20 million since 1994 to help fight the disease, with all net proceeds benefitting breast cancer research and education.

Nearly \$20 million has been raised to help fight breast cancer during *QVC Presents "FFANY Shoes on Sale."* This year, the televised fund-raiser airs October 26 from 7 to 10 p.m. (ET) on QVC. 

For 11 years, electronic retailer QVC has aired *QVC Presents "FFANY Shoes on Sale"* to support the breast cancer fight. Partnering with the Fashion Footwear Association of New York (FFANY), the retailer offers viewers over 100,000 pairs of brand-name shoes—including Nine West, Ellen Tracy, Anne Klein and Coach—at half the suggested retail price. The program airs on October 26, from 7 to 10 p.m. (ET).

Monies raised have helped groups such as the University of Michigan Comprehensive Cancer Center. The Center says there are several preventative measures that can be taken to help combat the disease:

- Conduct a monthly breast self-examination.
- Have an annual mammogram after the age of 40.
- Get an annual physical examination.