

Health Awareness



Put Your Heart And “Sole” Into Fighting Breast Cancer [®]

(NAPSA)—As National Breast Cancer Awareness Month approaches in October, women everywhere will be looking for ways to support the cause, from participating in walks to wearing pink ribbons. These efforts are certainly not without merit as more than 180,000 women are diagnosed with breast cancer each year in the U.S. alone.

Leading electronic retailer QVC and the Fashion Footwear Association of New York (FFANY) are once again “stepping” up their support of the cause by presenting *QVC Presents “FFANY Shoes on Sale.”*

During this special QVC broadcast on **Wednesday, October 18, 2006 from 7 to 10 p.m. (ET)**, shoe lovers will find many brand name and designer shoes offered at half the manufacturer’s suggested retail price, with all net proceeds going to leading breast cancer research and education institutions. Nine West, Via Spiga, Franco Sarto and Enzo Angiolini are just a few of the brands scheduled to be offered, with additional styles available on www.QVC.com. Now in its 13th year, *QVC Presents “FFANY Shoes on Sale”* has donated more than \$22 million for the cause. Now that’s shopping that’s truly good for the “sole.”

All of the event’s beneficiaries, including the Joyce Eisenberg Keefer Breast Center at John Wayne Cancer Institute, encourage regular breast self-exams, clinical checkups and annual mammograms after age 40 to combat the disease.