

Brown Shoe Company and FFaNY QVC Shoes on Sale Raise Money for Siteman Cancer Center in St. Louis

Release Date:

Wednesday, October 8, 2014 8:37 am CDT

Terms:

Dateline City:

NEW YORK

Contacts:

Media Kelly Malone, Brown Shoe Company (314) 854-4093, kmalone@brownshoe.com

Company Celebrates Decade as a Pink Benefactor

Brown Shoe Company (NYSE: BWS, brownshoe.com) will continue its support of QVC FFaNY Shoes on Sale at a gala tonight in New York - marking the company's 10th year as a Pink Benefactor.

Pink Benefactors donate more than \$500,000 of product to the annual sale to fight breast cancer. The sale will be televised to the public on QVC on October 16, and throughout the month of October, and will include Brown Shoe Company brands Via Spiga, Sam Edelman, Franco Sarto, Fergie, Carlos Santana, Naturalizer, Dr. Scholl's, Lifestride and Rykä. A portion of the money raised from the event will go to Siteman Cancer Center in St. Louis.

"This is Brown Shoe Company's 10th year as a pink benefactor for QVC FFaNY Shoes on Sale. We hope this speaks to the unwavering commitment we have as a company to breast cancer research and education," said Diane Sullivan, CEO, president and chairman of Brown Shoe Company. "I'm humbled by the life-saving work of organizations like Siteman Cancer Center, and I'm grateful to be part of an industry which contributes in such a significant way to finding a cure."

Over the years, Brown Shoe Company has donated more than \$7 million in shoes to QVC FFaNY Shoes on Sale. Since 2005, Siteman has received more than \$3.2 million in funding from QVC FFaNY Shoes on Sale.

#

About Brown Shoe Company

Brown Shoe Company is a \$2.5 billion, global footwear company whose shoes are worn by people of all ages, from all walks of life. Our products are available virtually everywhere — in the more than 1,200 Famous Footwear and Naturalizer retail stores we operate, in hundreds of major department and specialty stores, on 14 distinct ecommerce sites, and on many additional third-party retail websites. Through our broad range of products, we serve three key market segments. Our Family brands — Famous Footwear, Famous.com and shoes.com — are one-stop-shopping destinations for high quality, affordable styles for a family's every occasion. Active people who want comfort, style and performance, can look to our Healthy Living brands — Naturalizer, Dr. Scholl's Shoes, LifeStride and Ryka. Our Contemporary Fashion brands — Sam Edelman, Franco Sarto, Vince, Via Spiga, Fergie Footwear and Carlos Santana— keep fashionistas in step with the latest trends. At Brown Shoe Company, we inspire people to feel good and live better... feet first!

Language:

English

Source URL: <https://investor.caleres.com/press-release/brown-shoe-company-and-ffany-qvc-shoes-sale-raise-money-siteman-cancer-center-st-louis>