

<p><b>Breast Cancer Awareness</b> Join Ford and Susan G. Komen in the Fight. Receives \$50 From Oreck When You Try Learn How You Can Give Back!</p>	<p><b>The Komen Foundation</b> Join Ford and Susan G. Komen in the Fight. Receives \$50 From Oreck When You Try Our Pink Oreck XL Risk-Free.</p>
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## Pink Is Power



In honor of October being breast cancer awareness month, we're breaking briefly from our regularly shoe-focused curriculum. You probably, and unfortunately, know someone who has had an encounter with this deadly disease. I often hear that no one is left untouched by breast cancer whether it's because a family member, a friend, or a colleague has been diagnosed with it. I lost my grandmother to it a few years ago and thus joined a network of family members and friends who were irreversibly 'touched'.

Breast cancer, although it can afflict men, is the most common form of cancer in women (aside from non-melanoma skin cancer) and it is the number two killer of women. (source) This is a serious rap sheet. I'm sure each and every one of us has at least eight women that they love dearly in their lives, and to think about even one of them, or God forbid ourselves, being diagnosed is a very scary thought. As the editor for a site dedicated to women it's a painful statistic to think about and yet it's an unfortunate reality that must

be acknowledged.

With so many other important causes out there for which we are champions, it seems like breast cancer awareness sometimes takes a back seat. This is unfortunate but not unchangeable. As more and more mothers, sisters, and daughters are diagnosed with this disease, we must remember to keep fighting the fight for awareness at all ages. Whether it's encouraging younger women to check themselves in the name of early detection or educating them about the disease and what they can do to try and stay healthy, it's important to start this awareness at a young age. Creating a network of information and support for those who may already be suffering from it or who know others that are is important at every age.

And while we're all painfully aware that there is no cure yet, progress is certainly being made little by little. But until the great day comes when we've conquered this deadly adversary, it's as vital as ever that we take up the fight against it. We should never forget that every voice is important, whether it's heard locally by friends and family or as high up as in the government. Every dollar donated to the cause is important because it funds the vital research that will someday lead to breast cancer being nothing more than a memory.

There are lots of ways for us to get involved and, as cliché as it sounds, it's never too late or too early. I recommend **Susan G. Komen for the Cure**, a powerful organization and community which is the "largest source of nonprofit funds dedicated to the fight against breast cancer in the world." To date they have donated nearly 1 billion dollars to the cause. Visit their site [here](#) to learn how you can help by **participating in an event, making a donation**, and more.



Running With Heels will be teaming up with the nonprofit breast cancer awareness organization **The Pink Agenda** at our **Te Casan party in NYC** tomorrow, October 2nd, where 10% of sales during the event will be donated to them. The Pink Agenda specializes in raising awareness among young professional women, but the funds they raise directly benefit The Breast Cancer Research Foundation and Susan G. Komen for the Cure. You can learn more about them at [ThePinkAgenda.org](#).



For those of us in the footwear industry, **FFANY Shoes on Sale** is a large, star-studded event that will be taking place on October 15th. The event is in its 15th year and has raised millions of dollars for breast cancer research. Money is generated by sales of footwear on QVC during the event and at FFANY Shoes on Sale itself, all of which have been donated by numerous footwear companies. The rest is raised through donations and ticket sales. I'll be at the event again this year but for those of you not so lucky you can still participate too! Just tune in to QVC that night and show your support by purchasing a great pair of shoes. (Not such a bad deal, right?) You can also **donate directly to FFANY Shoes on Sale** [here](#) or

learn more about the event [here](#). All donations are tax deductible and go directly to breast cancer research.

Last but not least, Running With Heels is participating in breast cancer awareness in its own way this month. It's pretty hard to miss our pink theme. I mean it was pretty intentional if not fortuitous; the color pink has, for one reason or another, always stood for women and always been associated with all things feminine. Now, because of the pink ribbon campaign, it also signifies strength and hope.

Thus we came up with our **Pink is Power** theme and initiative because we believe that just as knowledge is power, the more awareness and information we all have about breast cancer, the more power we have against the disease and the better we're equipped to cope with it. **We've acquired some very nice pink items thanks to our sponsors which we'll be giving away throughout October in honor of the month's significance.** We hope that they will serve to inspire you to educate yourself, spread the word, and remember those we've lost.

Stay tuned as we announce exactly when we'll be giving each of the following items away:

**Screen Printed 'Save Second Base' Shirts** – These hand-printed shirts are made by the talented **Carmel Turtle**. We will be giving away 5 of her **'Save Second Base'** shirts which we just think are awesome and a great way to show your support.



**'Toast' Shoe Booties by Michael Antonio** – Featured at NY Fashion Week, we'll be giving away 2 pairs of the **'Toast'**. Chic, trendy, and in a bright shade of pink, they're certainly conversation pieces. Can you guess what we recommend the topic of conversation be?

**Foot Petals** – If you don't already LOVE these products then you don't know what you're missing. Lucky for everyone we're giving away an 10 pairs of **Foot Petals'**



**Heart Tip Toes!** Two pairs of each to 5 winners because we know how hard it is to choose just one pair of shoes to put them in...Until then, why not grab a pair this month? 10% of proceeds from these inserts go to the Susan G. Komen foundation.



**Abas Clutch**– This absolutely gorgeous pink clutch by the prestigious brand **Abas** is a piece you'll cherish for years to come. Its pink leather will add a pop of color to any outfit day or night. Most importantly, you should feel powerful every time you carry it.

Stay tuned as we will start announcing each giveaway next week. And remember, pink goes with everything, especially when it's for a good cause. Ladies, show your support this month by wearing pink and wearing it proudly. Spread the word when you can and always keep an open ear and heart for those who need it. Below, we

welcome you to share your story with all of us of how breast cancer has touched your life.

Posted by: Morgan | October 1st, 2008 | Tags: [Breast Cancer Awareness](#), [FFANY](#), [FFANY shoes on sale](#), [Pink is Power](#), [Susan G. Komen for the Cure](#), [The Pink Agenda](#) | 1 Comment » [SHARE](#) [Facebook](#) [Twitter](#) [Google+](#)

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For those of you reading this who are not directly involved in the footwear industry, (I know you al...

### 'PINK IS POWER' FOOT PETALS GIVEAWAY

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## YOUR COMMENTS

### One Response to "Pink Is Power"

1. **Mary McClain** Says:  
October 28th, 2008 at 8:07 pm

The Second Wife

My husbands first wife died of breast cancer near the time I was graduating from nursing school. She had shown me her scar and told me that her husband never made her feel ugly because of the missing breast and the scar. I told her she was very fortunate to have such a husband. I never dreamed that eventually I would become his wife and that 10 years into our marriage I would be diagnosed with breast cancer. I initially felt so guilty. No man should have to have to help his wife through breast cancer once, let alone twice. But just as he treated his first wife, he showed me the same loving care even though I did not need a mastectomy. My after care was very difficult and complicated by many illnesses, but he stuck by my side and I'm a little over 2 1/2 year survivor. The hardest thing I've had to deal with was the sudden loss of my husband this past August. He was the love of my life, my protector, my strength, my encouragement. I miss him deeply. But in his memory I will carry on and not be defeated. Mary McClain

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**Morgan's Twitter Updates (see all)**

- \* So saw Be&D's new holiday & spring collection and am soooo impressed - did u know it's all made in NYC!? *about 10 hours ago*
- \* Omg it's a freakin hurricane out!!! *about 10 hours ago*

The shorter version! Inspired by the Don't Vote video, this video created by the Style Coalition was made to support the Fashion Industry in a time of veritable crisis. So if you care...shop!

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## QUOTE OF THE DAY

"THE WOMAN IS CARRYING HER CLOTHES, BUT IT IS THE SHOE THAT CARRIES THE WOMAN."

- CHRISTIAN LOUBOUTIN