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ATHENA BOTTLED WATER CELEBRATES TWO-YEAR ANNIVERSARY

Athena Partners celebrates with donation to women's cancer research and education

SEATTLE – Athena Partners® announces the two-year anniversary of Athena® bottled water, the only water that devotes 100 percent of profits to advancing women's cancer research. In its second year, Athena water sales have more than doubled, reaching a total of 3.7 million bottles purchased. Sales of Athena's signature pink wristbands, launched last October, have exceeded 230,000.

"Athena's success illustrates the collective power of thousands of individuals joining together to make a difference," said Trish May, Athena Partners founder and CEO. "Our entire community of customers, distribution partners, volunteers and champions has been instrumental to our success. I am thrilled with our growth."

In celebration of its two-year anniversary, Athena is donating \$20,000 to advance women's cancer research and education, bringing the total donation in the last two years to \$110,000. The \$20,000 will be allocated among seven Seattle-area organizations. The Fred Hutchinson Cancer Research Center's Breast Cancer Research Institute will receive \$15,000 to support pilot studies on the early detection and relapse of breast cancer. The remaining \$5,000, raised through the "Athena Desserts For A Cure" promotion, will be allocated among six organizations: Evergreen Healthcare, Marsha Rivkin Center for Ovarian Cancer Research, Overlake Hospital Medical Center, Seattle Cancer Care Alliance, UW Medicine, and Virginia Mason Medical Center.

In its second year, Athena water is now available in more than 700 locations, including more than 45 medical centers and 30 schools. Additionally, distribution expanded this year from Western Washington to now include Eastern Washington and Portland, Ore.

Athena Partners, a not-for-profit 501(c)(3) venture philanthropy company, is dedicated to advancing research and education to eliminate breast and gynecological cancers. A full 100 percent of the profits from sales of Athena bottled water and related products are devoted to innovative research to find a cure. Athena bottled water is available through grocery stores, coffee shops, cafés, caterers and other specialty locations in the Northwest. Athena Partners' Web site, www.athenapartners.org, provides a comprehensive directory to leading national and Seattle-area cancer information and online resources about women's cancers.

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