

## **HUNTSMAN CANCER INSTITUTE RECEIVES DONATION FROM LOCAL SYSCO SALES OF ATHENA BOTTLED WATER**

***Donation raises more than \$5,000 for women's cancer research***

**SALT LAKE CITY – Oct. 27, 2006** – Joined in the fight against women's cancers, Athena Partners<sup>®</sup>, the company that devotes 100 percent of profits from Athena<sup>®</sup> bottled water to women's cancer research, and SYSCO Intermountain Foodservices, North America's leading foodservice marketer and distributor, today donated \$5,900 to Huntsman Cancer Foundation. The check was presented to Huntsman Cancer Foundation president Janet Bingham by Roger Parsell, Vice President of Merchandising of SYSCO Intermountain, during a brief afternoon ceremony at SYSCO Intermountain's Salt Lake City headquarters.

The funds were raised through a unique partnership between Athena and SYSCO Intermountain, in which Athena donates 25 cents to HCF for every case of Athena bottled water that SYSCO sells in the Intermountain West. Raised from sales throughout the past 10 months, this \$5,900 is the first donation to be made from the partnership. Contributions will support promising research to help find a cure for women's cancers.

"Women's cancers take a heavy toll—200,000 women will be diagnosed with breast cancer this year alone. Much progress has been made, but much more needs to be done," said Bingham. "We're very grateful to Athena and SYSCO for selecting Huntsman Cancer Foundation as a recipient from such an innovative fundraising effort."

Athena Partners, a Seattle-based non-profit, has been selling its cause-based bottled water primarily throughout the Western U.S. for the past three years. The SYSCO Intermountain commitment is a unique example of how Athena enables businesses and their customers to support important research initiatives in their local communities.

"With SYSCO's incredible commitment to this initiative and the participation of customers throughout the Intermountain region, this is just the beginning of a tidal wave of support for the great work being done at Huntsman Cancer Institute," said Trish May, Athena Partners founder and CEO and a breast cancer survivor. "Together, we are making important progress in finding a cure for a disease that touches us all."

"Through this partnership with Athena, we found a powerful way to work with our customers and make a contribution directly to the local community for an extremely worthwhile cause," said Parsell of SYSCO. "We're very proud to be a part of this significant effort, and to support Huntsman Cancer Institute and their promising efforts to fight cancer."

Through SYSCO's distribution, consumers can find Athena locally at many of our SYSCO customers. For more information please visit [www.athenapartners.org](http://www.athenapartners.org).

### **About Athena Partners**

Athena Partners<sup>®</sup>, a 501(c)(3) not-for-profit corporation, is dedicated to advancing research and education to eliminate breast and gynecological cancers. A full 100 percent of the net profits from sales of Athena<sup>®</sup> 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 and other locations. Athena Partners' Web site, [www.athenapartners.org](http://www.athenapartners.org), provides a comprehensive directory to leading cancer information and resources about women's cancers.

### **About SYSCO Intermountain**

SYSCO Intermountain Food Services Inc., markets and distributes a complete line of food and related products to restaurants, country clubs, healthcare and educational facilities, lodging establishments, business and industry locations, multi-unit chain accounts and other foodservice customers throughout Utah.

### **About Huntsman Cancer Institute at the University of Utah:**

The mission of Huntsman Cancer Institute is to understand cancer from its beginnings, to use that knowledge in the creation and improvement of cancer treatments, to relieve the suffering of cancer patients, and to provide education about cancer risk, prevention, and care. Huntsman Cancer Institute is a National Cancer Institute-designated cancer center, which means that it meets the highest national standards for cancer care and research and receives support for its scientific endeavors. Huntsman Cancer Institute is also a member of the National Comprehensive Cancer Network, a coalition of leading cancer centers from around the country that sets the standards for cancer care.

The donation will provide support for the Breast Cancer Family Registry at Huntsman Cancer Institute, which studies genetic causes as well as prevention, early detection, and treatment of familial breast cancer. Funds support both the infrastructure for the collection of data and specimens from those at high risk as well as providing educational information for individuals on how to best manage their risk. This Registry is one of six National Cancer Institute-funded breast cancer registries around the world.

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