

# RICHMOND PUBLIC RELATIONS

1411 Fourth Avenue, Suite 610, Seattle, Washington 98101  
(206) 682-6979 fax:(206) 682-7062

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## **SEATTLE MAYOR GREG NICKELS PROCLAIMS OCTOBER BREAST CANCER AWARENESS MONTH** **Athena Partners™ sponsors breast cancer awareness initiatives**

SEATTLE, WA – Seattle Mayor Greg Nickels proclaims October as Breast Cancer Awareness Month in Seattle, in recognition of the widespread impact of breast cancer upon the citizens of Seattle and in conjunction with the national initiative to recognize breast cancer in the month of October.

Athena Partners, a local not-for-profit corporation dedicated to eliminating breast cancer by advancing research funded through the sales of Athena bottled water, led the request for the proclamation in cooperation with other leading cancer-related Seattle institutions. These institutions, who are working to raise local awareness of the disease and to the importance of early detection, are the American Cancer Society, Benaroya Research Institute at Virginia Mason, Fred Hutchinson Cancer Research Center, Northwest Cancer Partners, Seattle Cancer Care Alliance, Susan G. Komen Foundation, Swedish Cancer Institute, and UW Medicine.

According to the American Cancer Society, there will be more than 211,000 women diagnosed with breast cancer in the United States and 3,800 in Washington alone during 2003. In recently released data by the North American Association of Central Cancer Registries, Washington state reported the highest incidence of breast cancer in the Nation. Furthermore, the Seattle-Puget Sound area, consisting of a 13 county area, has the nation's highest incidence rate of breast cancer among the nine regions measured by the National Cancer Institute. Breast cancer survival rates are high when the disease is diagnosed early, yet only 63 percent are diagnosed at such an early stage, according to the National Cancer Institute.

“The prevalence of breast cancer, especially in this region, is striking,” said Trish May, founder and CEO of Athena Partners. “Nearly everyone in our community is touched by this disease either directly or indirectly through someone they love. Raising awareness of the disease and the steps we can take to detect and prevent it will save lives. I hope that Seattle-area women become more aware of early detection options and that the community will better understand the critical need for continued research to eliminate breast cancer.”

In addition to the proclamation, Athena Partners is sponsoring an illumination campaign in downtown Seattle to bring public attention to Breast Cancer Awareness Month. During the first week of October, a beacon of pink lights will illuminate leading cancer institutions throughout the city, lighting up a different location each night from 8 – 11 PM. In addition, The Westin Seattle, corporate supporters of the breast cancer cause, will light up the West Tower in pink during the evening throughout October.

Athena Partners, a not-for-profit 501(c)(3) venture philanthropy company, is dedicated to advancing research and education to eliminate breast and reproductive cancers. A full 100 percent of the net profits from sales of Athena bottled water are devoted to forward-thinking research to find a cure. Athena bottled water is available through Western Washington retail outlets including grocery stores, coffee shops and specialty retailers. Athena Partners Web site, [www.athenapartners.org](http://www.athenapartners.org), provides a comprehensive Internet search directory to leading national and Western Washington cancer information and resources about women's cancers.

**\*Infographic available digitally**

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**Media contacts:** Lori Meyers / Abby Michels  
Richmond Public Relations  
Tel: (206) 682-6979 / Cell: (206) 915-7384  
lorim@richmondpr.com