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## **BARTELL DRUGS TO CARRY ATHENA PINK WRISTBANDS** **Two local companies partner to raise funds for women's cancer research**

**SEATTLE** -- Athena Partners™ is pleased to announce that Bartell Drugs will carry Athena™ pink wristbands to raise funds for local women's cancer research. The wristbands are currently available for \$1 at all 53 Bartell locations in Western Washington. A full 100 percent of the profits will benefit the women's cancer cause.

"Athena has played a major role focusing the fight against women's cancers at the local level. It's representative of our goal to spotlight health and wellness issues for our customers," said Rebecca Siegmund, assistant vice president of marketing for Bartell Drugs.

"We are pleased to partner with Bartell Drugs. Their focus on community health and their large number of stores throughout Western Washington will make it a great venue to find the Athena wristbands," said Trish May, founder and CEO of Athena Partners. By featuring Athena wristbands and water, Bartell Drugs is helping to raise awareness and funds for women's cancer research."

Bartell Drugs will also have an Athena bottled water special offer, whereby customers who purchase two six-packs of water will receive a complimentary wristband. The promotion will take place during a two-week period beginning Monday, March 14, 2005.

Since October 2004, Athena has sold more than 200,000 wristbands. Large volume orders may be purchased directly from Athena Partners at [www.athenapartners.org](http://www.athenapartners.org) or [athena@athenapartners.org](mailto:athena@athenapartners.org).

Family owned Bartell Drugs owns and operates stores in King, Snohomish and Pierce counties. The 114 year-old company is the nation's oldest drugstore chain.

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 Western Washington grocery stores, coffee shops, cafés, caterers and other specialty outlets. Athena Partners' website, [www.athenapartners.org](http://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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