

Athena Partners launches chocolate

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US-based Athena Partners, which sells Athena bottled water, has launched Athena Chocolate. The company said that 100% of its net profits from the premium chocolate line will support breast cancer research and education.

Coinciding with Breast Cancer Awareness Month, Athena Chocolate debuts on October 1, 2008 for purchase in more than 1,000 retail outlets in the US and online, said Athena Partners.

Athena Chocolates are confections specially created for Athena Partners by Dilettante Chocolates.

Trish May, Athena Partners's founder and a breast cancer survivor, said: "Athena is empowering everyone to make a difference in the fight against breast cancer through the purchase of delicious Athena products. Athena Chocolate is the only premium chocolate line that devotes 100% of company profits to the cause year-round."