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ATHENA™ BOTTLED WATER LABEL WINS NATIONAL AWARD

KIRKLAND, Wash. – Athena Partners™ is pleased to announce that the label for Athena™ bottle water designed by Girvin Strategic Branding & Design has won the American Corporate Identity Award for “Trademark/ Logo Design.” It will be featured in American Corporate Identity’s 20th annual book of winners published by HarperCollins in October 2004.

“Girvin Design did a wonderful job capturing the essence of Athena Partners™ and our mission to raise funds to find a cure for women’s cancers,” said Trish May, founder and CEO of Athena Partners™. “The design integrates the pink ribbon, the universal symbol of breast cancer, together with the calligraphy of the name ATHENA™ and the woodblock image of a woman throwing a javelin. Together, the combined impact of these elements is both beautiful and visually impactful on the retail shelf.”

The label and image were inspired by the Greek goddess Athena. Athena is best known as the goddess of wisdom, strategic warfare and healing. The specially commissioned and trademarked woodcut illustration of a woman throwing a javelin represents feminine strength, confidence, action and empowerment.

“Working on the branding and packaging for Athena Partners™ was such a fulfilling experience because we knew our efforts would help forward the women’s cancer cause,” said Laurie Vette, senior design director at Girvin Strategic Branding & Design. “We are pleased that the Athena™ label will be featured in American Corporate Identity as it is one of the most esteemed and respected major design annuals.”

The American Corporate Identity Awards is the only annual national competition devoted specifically to the field of corporate identity. Judging was based on individual excellence of the work in the following categories: Trademark/Logo Designs; Complete Corporate Identity programs; Corporate ID Manuals; Package Designs; Signage & Environmental Graphics; and Corporate Image Brochures.

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 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 grocery stores, coffee shops, cafés, caterers and other specialty outlets. Athena Partners’™ Web site, www.athenapartners.org, provides a comprehensive Internet search directory to leading national and Seattle-area cancer information and resources about women's cancers.

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