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STUDENT ORGANIZATION RECEIVES COMMUNITY SERVICE GRANT AND FORMS PARTNERSHIP TO HELP RAISE FUNDS FOR WOMEN'S CANCER RESEARCH

**As Athena Partners goes national with SYSCO Corporation,
WSU Marketing Club members gain valuable experience**

PULLMAN – The Washington State University Marketing Club has aligned with Athena Partners® and SYSCO Corporation to raise community awareness for Athena's cause-focused bottled water. This partnership is a part of Athena's introduction into the Eastern Washington market as recently announced February 14th. The company devotes 100 percent of the profits from Athena® bottled water to women's cancer research.

Awarded a highly selective grant from the American Marketing Association, the Marketing Club will develop a sales campaign to introduce and motivate high potential accounts to buy Athena water through SYSCO, the largest foodservice marketing and distribution organization in North America. In addition, the club will develop and implement a communications campaign through e-mail, press releases, and radio to create a "buzz" about Athena, and identify community organizations with whom Athena could partner to create grassroots awareness and support.

"We are very pleased to partner with the WSU Marketing Club to raise visibility for Athena Water, while also providing a valuable learning experience for the WSU students," said Trish May, Founder and CEO of Athena Partners. "The Club is recognized for its professionalism and entrepreneurial expertise, and I know they will make a significant contribution to Athena's launch in Eastern Washington and to our collective efforts to find a cure for women's cancers."

The student-led initiative produces a "win-win opportunity" for all parties involved. The efforts will provide an opportunity for SYSCO to grow its business and for WSU Marketing students to acquire valuable learning experience, while at the same time helping Athena Partners continue to support the research for the single largest health concern among women today, women's cancers.

"I am thrilled that Athena Partners and SYSCO have given us an opportunity which encompasses the Marketing Club's three areas of focus: building a network, gaining marketing skills and experience, and engaging in community service," said Marketing Club President Katie Blanton.

Athena Partners®, 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 bottled water and related products are devoted to innovative research to find a cure. Athena Partners' Web site, www.athenapartners.org, provides a comprehensive directory to leading cancer information and resources about women's cancers.

To date, Athena Partners® has donated over \$110,000 to groups in the Northwest such as: Fred Hutchinson Cancer Research Center, Seattle Cancer Care Alliance, Overlake Hospital Medical Center, and Virginia Mason Medical Center. For more information please visit www.athenapartners.org. To get involved, ask any hospital, school, restaurant, café, medical center, or caterer if they carry Athena water and encourage them to do so. For more information about acquiring Athena water for foodservice, call SYSCO at 208-777-9511.

The American Marketing Association (AMA) Foundation is pleased to provide support to the Washington State University Marketing Club's "Activate Athena" project. The American Marketing Association Foundation's mission is to be an essential resource to nonprofits, helping them achieve greater success through effective marketing. As the nonprofit philanthropic arm of the American Marketing Association (AMA), the AMA Foundation also champions and supports excellence in marketing and diversity in the marketing profession.

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