

FOR IMMEDIATE RELEASE

**ATHENA PARTNERS AND TULLY'S COFFEE  
"BAND" TOGETHER  
FOR WOMEN'S CANCER RESEARCH**

**All Proceeds to Benefit Local Women's Cancer Initiatives**

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**SEATTLE** (October 1, 2004) -- Athena Partners and Tully's Coffee have united for Breast Cancer Awareness Month to raise money benefiting local cancer research initiatives through the sale of signature pink wristbands. The wristbands will be available for \$1 at Tully's Coffee Western Washington retail locations throughout the month of October.

"Every wristband sold brings us closer to a cure," said Trish May, founder and CEO of Athena Partners. "This is a unique way for people to 'think pink' and make an impact in the search for a cure, as well as a way to remind others of the importance of early detection and getting screened for breast cancer. We hope victory starts here, in Western Washington."

The wristbands are pink silicone with the inscription, "Athena" on one side and "Victory Starts Here" on the other. The entire \$1 donation for the band is donated to local research.

"The breast cancer cause is one that is close to my heart because I lost my mother to breast cancer," said Tom T. O'Keefe, chairman and head barista of Tully's Coffee. "By wearing the wristband, we are supporting local efforts for the cause and encouraging others to do the same. I am proud and tickled pink that Tully's will be a conduit for this to happen."

The wristbands are generously underwritten by the Seattle Cancer Care Alliance and The Cancer Institute at Virginia Mason Medical Center. The goal is to raise \$40,000 through the sales of the \$1 bands.

Large volume orders may be purchased directly from Athena Partners at [athena@athenapartners.org](mailto:athena@athenapartners.org).

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 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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Founded in 1992, Tully's Coffee Corporation is a leading specialty coffee retailer, wholesaler and roaster. Tully's three operating divisions include retail, wholesale and specialty. The retail division operates specialty retail stores in Washington, Oregon, California, and Idaho, serving premium coffees from around the world, along with other complementary products. Tully's corporate headquarters and roasting plant are located at 3100 Airport Way S., in Seattle. For more information, call (800) 96-Tully or visit the Web site at [www.tullys.com](http://www.tullys.com).

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