



FOR IMMEDIATE RELEASE

Give Green and Help Find a Cure This Holiday with Refillable Athena Sport Water Bottle

*Athena Partners' sleek new bottle supports environment and
donates 100% of profits to women's cancer research*



SEATTLE, WA – Nov. 29, 2007 – In this season of giving, the refillable Athena™ Sport Bottle is the perfect stocking stuffer that gives back in more ways than one. Available for purchase at www.athenawater.org, the reusable bottle provides a stylish and environmentally-friendly option for staying hydrated on the go, and 100% of the profits will be donated to crucial women's cancer research.

Offered by Seattle-based non-profit Athena Partners®, the bottle bears a prominent pink ribbon and the words “GIVE 100%” to reflect the organization's approach to life and commitment to making a difference in the fight against cancer. The 24-ounce bottle is available in pink or blue and features elegant ergonomically curved sides, is

dishwasher safe, and includes a drink-through lid to allow for a straw or to go without.

“Athena's socially-conscious holiday gift solution offers an ideal way to give back and show support to the millions of women who are touched by cancer,” said Athena Partners CEO and founder Trish May, a breast cancer survivor. “Whether through our new refillable Athena Sport Bottle or our traditional Athena purified bottled water, Athena gives people an easy way to make a difference. In just three years, through our unique business model we have donated more than \$140,000 to help leading cancer research studies, and we will continue our mission until we find a cure.”

The bottle retails for \$11.95 and can be purchased at www.athenawater.org, while supplies last.

About Athena Partners

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 the sales of Athena purified bottled water and the refillable Athena Sport Bottle are devoted to innovative research to find a cure. Athena purified bottled water is available through grocery stores, coffee shops, cafes and other locations. Athena Partners' Web site, www.athenapartners.org, provides a comprehensive directory to leading cancer information and resources about women's cancers.

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