

## ATHENA PARTNERS® FACT SHEET

**OVERVIEW:** Athena Partners® is a Seattle-based not-for-profit organization passionately devoted to finding a cure for women's breast and gynecological cancers. The socially-conscious enterprise raises funds through the sale of Athena branded products, of which 100% of net profits go toward innovative women's cancer research programs and education.



The Athena product portfolio currently includes Athena® bottled water and Athena™ Chocolates. Athena branded products provide the means for individuals to use their everyday purchasing power to make an important difference in the fight against women's cancers.

Athena products are available year round in more than 2,000 retail, grocery and restaurant settings nationwide, and are sold online via [www.athenapartners.org](http://www.athenapartners.org). Combined, Athena's products and communication activities reach more than 40 million people annually, helping to raise crucial funds and awareness for the cure.

**FOUNDER:** Founded in 2003, Athena Partners is the inspiration of former Microsoft executive Trish May, whose desire to raise money and awareness for women's cancers stems from personal experience. May lost her mother to ovarian cancer and she herself is a breast cancer survivor.

**WEBSITE:** [www.athenapartners.org](http://www.athenapartners.org) provides access to Athena branded products, along with women's cancer information and a comprehensive directory of more than 300 women's cancer resources.

**DONATE:** Athena Partners has donated more than \$210,000 to forward-thinking cancer research organizations, including: Fred Hutchinson Cancer Research Center; University of Washington Medicine; Huntsman Cancer Institute; Swedish Medical Center and others. Donations to date were funded through the sale of Athena bottled water; more than 60 million bottles have been sold since the line's debut in July 2003.

**SYMBOL:** "Athena" is inspired by the powerful Greek goddess of the same name, whose qualities exemplify what Athena Partners stands for: strength, wisdom and healing. The woman in Athena Partners' logo represents the famous goddess, while the javelin she holds is symbolic of the non-profits' quest to find a cure.

**STATS:** There are approximately 3 million women in the U.S. living with women's cancers, which include breast and gynecological cancers. More than 182,000 new cases of breast cancer and 20,000 new cases of ovarian cancer are reported annually. Approximately 1 in 8 women will be diagnosed with women's cancer in their lifetime.

## ATHENA™ CHOCOLATE OVERVIEW

*Eat Chocolate. Find a cure.™*



Athena™ Chocolate is a premium brand of chocolates that donates 100% of company profits to support breast cancer research and education. Launched in October 2008, the delicious confections use the highest quality ingredients and were created for Athena by world renowned chocolatier Dilettante Chocolates. To create Athena Chocolates,

Dilettante drew upon its heritage, family recipes and time-honored techniques that span more than three generations of master chocolatiers.

As the only premium chocolate brand that supports the breast cancer cause year-round, purchasers can feel good about enjoying Athena Chocolates as an every day treat, and proud to share them with others to celebrate life. Initial Athena Chocolate offerings include:

### Athena Chocolate Truffles

- Silky smooth all-natural dark chocolate paired with a rich all-natural cherry flavor
- Made with 55-percent cacao and creamy cocoa butter
- Available in two sizes
  - 4 oz. box contains 12 truffles (*starting at \$4.99 SRP*)
  - 24 oz. jar contains 72 truffles (*starting at \$17.99 SRP*)



#### Available

- October: Pacific Northwest Safeway stores; served on Alaska Airlines flights
- Year-Round: Tully's stores, Metropolitan Markets, Costco.com, Amazon.com, Athenapartners.org, and Dilettante.com

### Athena Cherries in Premium Dark Chocolate

- Sweet Northwest Bing cherries surrounded in 61-percent natural premium dark cacao chocolate
- Each 24 oz. bag contains 72 cherries (*starting at \$8.89 SRP*)



#### Available

- October: select Costco stores in the Pacific Northwest, Southeast, Northern California and Nevada regions
- Year-Round: Athenapartners.org and Dilettante.com

**Healthy antioxidants.** Dark chocolate and cherries are known to have antioxidants, which are believed to be linked to good health and even cancer prevention.

**Chocolate makes you happy!** Chocolate contains phenylethylamine, which is known to elevate your mood.

**Chocolate and water – a perfect pair.** Reach for Athena™ bottled water to enjoy with rich and creamy Athena Chocolate. As water hydrates, it breaks down the sugars and helps you feel refreshed.

## ATHENA BOTTLED WATER FACT SHEET

**OVERVIEW:** Athena® water is distributed by Athena Partners®, a Seattle-based not-for-profit organization dedicated to raising funds to find a cure for women's cancers. Founded by a survivor, 100% of the net profits are donated to innovative research.

**INSPIRATION:** As water is the essence of life, it is a fitting product to represent Athena's mission to help find a cure for women's cancers. Athena provides an easy way for consumers to support the cause every day, simply by purchasing a bottle of water.



**WATER TYPE:** Athena bottled water is purified water with minerals added. The water undergoes state-of-the-art reverse osmosis and ozonation purification to ensure Athena water is consistent and high quality, with a pure fresh taste.

**PRODUCT:** Available in 4 sizes; 237 ml (8 oz), 500 ml (16.9 fl oz), 1 L (33.8 fl oz) and 1.5 L (50.7 fl oz)

**PURCHASE:** Athena water is available for consumer purchase from grocery stores, coffee shops, cafes, hospitals, schools and other locations in 8 Western States: Alaska, California, Idaho, Montana, Oregon, Washington, Wyoming, and Utah. Athena is the official bottled water served on Alaska Airlines flights nationwide.

**PRICE POINT:** Competitively priced with leading water brands

**WATER BENEFITS:** Water is an essential element of the major organs in the human body and enables a range of vital body functions. Water consumption alleviates fatigue, improves skin, reduces stress, assists digestion, and decreases false hunger sensations. It is also believed to be associated with preventing illnesses, including cancer.

## WHY ATHENA PARTNERS?

### *A Personal Note from Founder Trish May*



I believe one single person can make an enormous difference. And when we work together with others, we can change the world.

This power of one, together with others, transformed my life when cancer turned it upside down. A few years ago, I lost my mother to ovarian cancer and I was diagnosed with breast cancer. I learned how pervasive this disease is.

Who doesn't have a family member, friend or co-worker that isn't touched? Sadly, every year more than 1.3 million Americans will hear the words "you have cancer." Unfortunately, despite the billions of dollars spent on research, the overall survival rate has changed little in the last 30 years.

I vowed that I would do everything I could to help find a cure for all those who are touched. So, I decided to join together with others in our community to make a difference. Drawing on my education and experience, I created a non-profit company called Athena Partners.

Our mission is to raise funds and awareness to help make real progress in women's cancer research. We achieve this by selling Athena® branded products – including Athena bottled water and Athena™ Chocolate – and devoting 100% of our profits to find a cure. Every Athena product purchased brings us one step closer to a cure.

So, how are we doing? Athena's products and communication activities now reach more than 40 million people annually. We have donated more than \$210,000 to life-saving research, and sell more than 1.5 million bottles of water each month. Our premium chocolate brand, launched in October 2008, will expand our efforts exponentially.

Together, we can change the world by the choices we make as consumers. When consumers buy an Athena product, they become part of a growing network of people joined together in the fight for a cure.

Our dream is that entire communities embrace Athena. Can you imagine if every business, hospital, grocery store, and school across the country bought Athena? Our contribution would be in the millions every year! It is a most hopeful idea. As I continue to receive a steady stream of emails, letters, and phone calls from individuals who embrace Athena, I know it can be done.

I thank you for taking a moment to learn more about Athena. I hope you too will embrace our vision – the power of one in each of us, finds its real strength, when one --becomes many!