



Athena Partners Backgrounder

- Overview:** Created with the goal of finding a cure for women's cancers, Athena Partners® sells bottled water with a unique cause-based message – 100 percent of the profits are devoted to finding a cure. Athena® water provides the means for individuals to use their everyday purchasing power to make an important difference in the fight against women's cancers.
- Initially distributed in Northwest markets, Athena water is currently rolling out nationally through Sysco Corporation to restaurants, hospitals and institutions, and other food providers. Athena is also the official bottled water served on Alaska Airlines flights nationwide.
- Founder:** A not-for-profit company based in Seattle, Athena Partners is the inspiration of former Microsoft executive Trish May, whose desire to raise money and awareness for women's cancers arises from her own personal experience with the disease. May lost her mother to ovarian cancer and she is a breast cancer survivor. She is dedicated to using her business expertise and passion to benefit the women's cancer cause.
- Website:** Athena Partners' Web site, www.athenapartners.org, provides a comprehensive directory to leading cancer information and resources about women's cancers.
- Cause:** Athena Partners is helping to find a cure for breast and gynecological cancers by donating 100% of net profits to forward-thinking cancer research. In just three years Athena Partners has donated more than \$147,000 to organizations including Fred Hutchinson Cancer Research Center, University of Washington Medicine, Huntsman Cancer Institute, and Swedish Medical Center.
- Symbol:** "Athena" is inspired by the powerful Greek goddess of the same name, whose qualities exemplify what Athena Partners stands for: courage, wisdom and healing. The woman in Athena Partner's logo represents the famous goddess, while the javelin she holds is symbolic of the non-profits' quest to find a cure.
- Cancer Stats:** There are nearly 3 million women in the U.S. living with women's cancers, which include breast and gynecological cancers. More than 210,000 new cases of breast cancer and 25,000 new cases of ovarian cancer are reported annually. Approximately 1 in 5 women will be diagnosed with women's cancer in their lifetime.

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Athena Bottled Water Product 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 Types:** 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.



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Why Athena Partners?

A Personal Note from Founder Trish May



I believe that 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® water and devoting 100% of our profits to find a cure. Every bottle of Athena water brings us one step closer to a cure.

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.

So, how are we doing? We have sold an amazing 20 million bottles and are spreading our message far and near. As a result, we have already donated more than \$130,000 to life-saving research in the three years short since Athena began.

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 are embracing Athena, I know that it can be done.

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

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