



FOR IMMEDIATE RELEASE

## **“Drink Responsibly” – New *Athena Sport Bottle* Benefits Breast Cancer Cause and Environment**

***Refillable bottle donates 100% of profits to women’s cancer research and provides environmentally-friendly bottled water choice***



**SEATTLE, WA – Oct. 9, 2007** – Athena Partners<sup>®</sup>, a social enterprise that devotes 100 percent of its profits from Athena<sup>®</sup> bottled water to women’s cancer research, today introduced the refillable Athena<sup>™</sup> Sport Bottle, giving consumers the opportunity to support the cause and the environment too. Unveiled in conjunction with National Breast Cancer Awareness Month, the stylish water bottle is available now at [www.athenawater.org](http://www.athenawater.org). True to Athena Partners’ mission, all profits will go toward research seeking a cure for breast and gynecological cancers.

As some occasions are better suited for the use of durable, refillable water bottles – which have a lower environmental impact as compared to recyclable plastic bottles of purified water – Athena Partners now gives consumers a convenient choice to support the cause whether filling the Athena Sport Bottle from the tap, or purchasing Athena purified bottled water from local retailers while on the go.

“Athena Partners is committed to social responsibility, and, knowing environmental concerns are top of mind for our supporters, we want to provide them with the opportunity to align with Athena and our cause in any hydration situation,” said Trish May, a breast cancer survivor and Athena Partners’ founder. “We know people will continue to buy Athena purified bottled water at retailers for its convenience and purity, and we now offer a durable sport water bottle that is perfect for refilling at home or the office when the situation calls for that. Either way, you can ‘drink responsibly’ and support the cause while staying hydrated in style.”

The new Athena Sport Bottle is produced in partnership with leading lifestyle container brand Aladdin. Made from transparent unbreakable polycarbonate, the Athena Sport Bottle is available in both pink and blue versions and reads “GIVE 100%” alongside a pink ribbon to represent Athena’s mission

and approach to life. The 24-ounce bottle retails for \$11.95 and features elegant ergonomically curved sides, is dishwasher safe and includes a drink-through lid to allow for a straw or to go without.

The new sport bottle marks the latest expansion for Athena Partners, which has seen significant growth throughout the past year. Athena purified water now sells more than one million bottles of purified water a month through retail outlets, and sales have increased more than 25% over last year. Since its 2003 inception the company has sold more than 27 million bottles of purified water and donated more than \$130,000 to the cause. Athena bottled water is rapidly expanding distribution and is now available in more than 5,000 stores, cafes, coffee shops, hospitals and schools across eight Western US states (Alaska, Washington, Oregon, California, Idaho, Montana, Utah and Wyoming), and is quickly rolling out nationwide. More information is found at [www.athenapartners.org](http://www.athenapartners.org).

#### **About Athena Partners**

Athena Partners<sup>®</sup>, 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 bottled water and related products are devoted to innovative research to find a cure. Athena bottled water is available through grocery stores, coffee shops, cafes and other locations. Athena Partners' Web site, [www.athenapartners.org](http://www.athenapartners.org), provides a comprehensive directory to leading cancer information and resources about women's cancers.

#### **About Aladdin**

At Aladdin, we believe you need to chew with your mouth closed and your mind open. We believe you've got to think while you eat. About what goes into your food. About where it comes from. About the packages it comes in and the waste that results. We've been thinking about these things for 100 years. And we think we've come up with some pretty fresh solutions: Accessories that not only keep your culinary cargo fresh and delicious, but that do it in a clever, non-geeky way. Aladdin<sup>®</sup> is a brand of privately-held Pacific Market International (PMI) and is headquartered in Seattle, with offices in London, Shanghai and Nashville. For more information, please visit [www.aladdin-pmi.com](http://www.aladdin-pmi.com).

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