

Breast cancer resources made easy

A web site with a mission

Accessing and understanding the wide range of breast cancer resources on the internet just got easier. Athena Partners, a not-for-profit company devoted to finding a cure for breast and reproductive cancers, has launched a comprehensive new web site with the goal of providing one organized directory of resources for people seeking information about women's cancers. The introduction of the web site, called www.athenapartners.org, coincides with National Breast Cancer Awareness Month.

The website was created with the advice and consultation of professional medical librarians and cancer survivors.

"In the fight against cancer, information is power," said Trish May, founder and CEO of Athena Partners. "As part of our mission to advance education, we have created a comprehensive, well organized search directory of the very best women's cancer resources on the internet."

The directory organizes over 250 cancer websites into categories to make finding information easy. There are useful annotations on each listing including summary information on the source and site's content. Visitors to the website are able to create custom lists by category and city.

Current local listings focus on Western Washington with plans to expand to other communities.

"As an oncologist, I know firsthand the importance of providing patients with access to reliable information," said Dr. Julie Gralow, Associate Professor of Medical Oncology at the University of Washington School of Medicine and Fred Hutchinson Cancer Research Center.

"Athenapartners.org is a best-of-class website resource," said Dr. Gralow, "that will enable those touched by women's cancers to easily access the leading national and Western Washington healthcare resources."

'As an oncologist, I know firsthand the importance of having access to reliable information. Athenapartners.org is a best-of-class website'

Dr. Julie Gralow, Associate Professor of Oncology at UW Medicine

The Athenapartners.org website also includes inspirational content from Northwest cancer survivors, the mission of Athena Partners and information on Athena bottled water.

100% of the net profits from Athena bottled water funds forward-thinking Northwest research on women's cancers. This year profits will benefit leading research institutions including the Fred Hutchinson Cancer Research Center, University of Washington Medicine and the Marsha Rivkin Center for Ovarian Cancer

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Trish B. May, founder and CEO of Athena Partners

Links with answers

Athena Partners, through its new cancer resources web site www.athenapartners.org, provides a search directory of more than 250 breast and reproductive cancer information web sites. The directory includes both Western Washington and national sites categorized into medical information, healthcare providers, foundations, associations and support services sections, and provides the ability for customized searches to create lists by category, language and city.

The athenapartners.org categories include annotations by a medical librarian and the links are only the most valuable and credible sites. Below are the categories by topic.

MEDICAL INFORMATION:

Cancer
Comprehensive medical web sites
Medical databases
Conference proceedings & abstracts
Libraries

HEALTHCARE PROVIDERS AND FACILITIES:

Physicians & other healthcare providers
Hospitals & treatment centers
Research facilities
Hospices
Clinical trials

ASSOCIATIONS & AGENCIES:

Professional oncology associations
Federal & local government agencies

SUPPORT SERVICES:

Breast cancer associations
Gynecological cancer associations
Other cancer associations
Support groups & classes
Beyond medical care



In addition to the cancer resources directory, the athenapartners.org web site includes information on Athena Partners, its mission, on Athena bottled water, and inspirational content from cancer survivors.

Athena Partners is a 501c3 not-for-profit corporation based in Kirkland, WA devoted to finding a cure for breast and reproductive cancers

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