



FOR IMMEDIATE RELEASE

## ATHENA PARTNERS CONTINUES TO MAKE WAVES IN FIGHT AGAINST BREAST CANCER

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### *Broader distribution and partnerships lead to increased sales of Athena bottled water, supporting critical cancer research initiatives*

**SEATTLE, WA – MAY 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, continues its success with several new milestones. Founded in 2002 by breast cancer survivor and former Microsoft executive Trish May, Athena Partners’ approach of bringing the vitality of business to a not-for-profit organization has gained strong consumer attention and business endorsement to help advance the cause.

Athena’s recent growth includes:

- **20 Million Bottles Sold:** Athena began selling water in July 2003, and in four short years has sold more than 20 million bottles. Sales are more than doubling each year, reaching a pace of one million bottles per month.
- **Broader Distribution:** Athena is now prominently found in more than 5,000 stores, cafes, coffee shop, hospitals, and schools across eight Western US states (Alaska, Washington, Oregon, California, Idaho, Montana, and Utah), and is currently rolling out nationwide through the leading distributor SYSCO.
- **Strategic Distribution Partners:** Athena has forged strategic partnerships with businesses that see the “win-win” value of featuring a cause-focused product. As a result, Athena was selected as the official bottled water on all Alaska Airlines flights, is the only bottled water served in more than 100 Taco Del Mar quick casual restaurants in the Northwest, and was the water provided at hundreds of Dream Dinners meal assembly stores in 30 states during October Breast Cancer Awareness month.
- **Other Business and Community Partnerships:** As an innovative organization that mixes traditional business with non-profit principles, Athena has developed other important alliances to further its success. As an example, Seattle Chocolate Company<sup>®</sup> now donates all profits from the sale of its “Survivor Chick” chocolates to Athena Partners, beginning with its recent donation of \$8,400. At a number of high schools and colleges, including University of Oregon and Washington State University, Athena is now featured as a real-world case study for students to learn about and support a socially responsible enterprise.

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- **More Research Funding:** Athena has proudly donated more than \$130,000 to leading cancer research institutions to help fund critical women's cancer research studies. Athena concentrates its donations in two promising research areas: blood tests and vaccines for early detection; and tissue and blood specimen repository resources for pilot research.
- **Enhanced Online Cancer Resource:** As part of Athena's education mission, Athena Partners re-launched its website this month ([www.athenapartners.org](http://www.athenapartners.org)) to become one of the most comprehensive medical information sites for women's breast and gynecological cancers. The site serves as a hub to the latest national medical research, as well as local resources in the eight states where Athena water is available. The site also includes a community forum for sharing inspirations about personal cancer experiences.

### **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.

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