

RICHMOND PUBLIC RELATIONS

1411 Fourth Avenue, Suite 610, Seattle, Washington 98101

(206) 682-6979 fax:(206) 682-7062

Release date:
June 24, 2003

NEW BOTTLED WATER TO DEVOTE 100 PERCENT OF NET PROFITS TO NORTHWEST WOMEN'S CANCER RESEARCH **Seattle woman enables individuals to make a difference in the battle against women's cancers**

Seattle – Athena Partners announces the launch of **ATHENA™ brand bottled water**, a new product with **100 percent of the net profits devoted to finding a cure for women's cancers**. Athena bottled water will be introduced in Western Washington retail outlets in July 2003.

Athena Partners, a new, not-for-profit venture philanthropy company, is the inspiration of Seattle-area resident and former Microsoft marketing executive Trish B. May, whose commitment to the cancer cause is a result of being personally touched by cancer. May's mother died from ovarian cancer and she herself is a breast cancer survivor. As a result, she is dedicated to using her business expertise and passion to benefit the women's cancer cause.

Funds raised from the sales of Athena will be devoted to Northwest cancer research initiatives. Research funding will focus on forward-thinking research by Northwest scientists to find a cure for women's cancers – breast and gynecological cancers. In addition, the company will provide a comprehensive Web site portal to leading national and Northwest cancer information and resources for those touched by cancer, **www.athenapartners.org**.

"We have received very positive response from women in the community and believe that Athena will be a great success," said May, founder and CEO. "Breast and gynecological cancers touch each of us, either personally or through the people we love. By simply choosing Athena water, each of us can make a real difference. And collectively, we can have a big impact because a full 100 percent of net profits are devoted to the cause."

There are nearly 3 million women in America living with breast and gynecological cancers.¹ These women's cancers represent 60 percent of all cancers that affect women and affect one in five women during their lifetime.² Women's cancers are the single biggest health concern among women today.³

The U.S. bottled water market is \$3.5 billion, with \$250 million in sales in the Pacific Northwest alone. Growing at 30 percent per year, it is the fastest growing segment in the beverage category.⁴ Athena purified bottled water will be competitively priced in a six-pack of 500 milliliter (16.9 fluid ounces) bottles with a suggested retail price of \$3.89 and in one-liter (33.8 fluid ounces) single bottles with a suggested retail price of \$1.39.

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Based in Kirkland, Wash., Athena Partners is dedicated to finding a cure for women's cancers by donating 100 percent of its net profits to forward-thinking research and education.

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Media contacts: Lori Meyers / Abby Michels
Richmond Public Relations
Tel: (206) 682-6979 Cell: (206) 915-7384
lorim@richmondpr.com

***Digital photography available upon request.**

¹ 2003, American Cancer Society, Cancer Facts & Figures, based on National Cancer Institute, 1999, SEER Cancer Statistics Review, 1973-1999, Table XXIX-1

² 2003 American Cancer Society, based on National Cancer Institute, SEER Cancer Statistics 1975-2000

³ Avon Corporation Survey, 2002

⁴ The Wall Street Journal, "In a Water Fight, Coke and Pepsi Try Opposite Tacks," April 8, 2002, Page 1.