

Release date:
December 16, 2004

NEW OUTLETS TO CARRY ATHENA WRISTBANDS

Briazz and Cascade Bank to carry signature pink wristbands, with proceeds benefiting local women's cancer initiatives

SEATTLE -- Athena Partners™ is pleased to announce that Briazz, Inc. and Cascade Bank will carry its signature Athena pink wristbands, to raise money benefiting local cancer research initiatives. The wristbands will be available for \$1 at four Briazz cafes in the Seattle and Bellevue, and 18 Cascade Bank branch locations in Snohomish and King Counties.

"Briazz and Cascade Bank are like-minded, community-focused companies that will be great venues to sell the wristbands," said Trish May, founder and CEO of Athena Partners. "With their help, we will make significant strides in creating awareness and funding for women's cancer research and education."

"We are proud to be a part of this most noble cause," said Victor D. Alhadeff, chairman of Briazz Inc. "This is a win-win for our customers and for those working to find a cure for women's cancers."

"Cascade Bank is delighted to join with Athena Partners in the fight against women's cancers," said Carol K. Nelson, Cascade Bank president and CEO. "By featuring Athena pink wristbands in our 18 branches through out Snohomish and King Counties, our employees are demonstrating their commitment to making a difference in the communities we serve."

All profits from the sales of the bands are donated to local cancer research and education initiatives.

Recently, Athena announced that October sales from the wristbands raised \$60,000 for local research and education initiatives. Proceeds were donated to Seattle Cancer Care Alliance, Virginia Mason Medical Center, Cancer Lifeline, Gilda's Club Seattle, Providence Hospice and Team Survivor Northwest.

Large volume orders may be purchased directly from Athena Partners at www.athenapartners.org or athena@athenapartners.org. For Briazz and Cascade Bank locations, please visit their Web sites at www.briazz.com and www.cascadebank.com, respectively.

Athena Partners, a not-for-profit 501(c)(3) venture philanthropy company, is dedicated to advancing research and education to eliminate breast and gynecological cancers. A full 100 percent of the profits from sales of Athena bottled water and related products are devoted to innovative research to find a cure. Athena bottled water is available through Western Washington grocery stores, coffee shops, cafés, caterers and other specialty outlets. Athena Partners' website, www.athenapartners.org, provides a comprehensive directory to leading national and Seattle-area cancer information and online resources about women's cancers.

#####

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