

RICHMOND PUBLIC RELATIONS

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NEW WEB SITE PROVIDES COMPREHENSIVE ONLINE RESOURCE FOR BREAST AND REPRODUCTIVE CANCER INFORMATION, SERVING WESTERN WASHINGTON

**www.athenapartners.org provides authoritative online directory to national and local
websites, providing easy access to full range of cancer information**

KIRKLAND, Wash. – Athena Partners, distributors of Athena brand bottled water devoting 100 percent of profits to women’s cancer research, announces the launch of its cancer resources Web site, www.athenapartners.org, featuring a search directory with links to more than 250 cancer information Web sites. The links include both national and Western Washington sites which have been reviewed, annotated and categorized into sections on medical information, healthcare providers and facilities, associations and agencies, and support services.

“In the fight against cancer, information is power,” said Trish B. 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. I’m pleased that we are able to launch the site during October, National Breast Cancer Awareness Month, when public attention is on the breast cancer cause. Our goal is to provide one place where people seeking information about women’s cancers can easily find the definitive national and local resources available as though they had their own personal medical librarian to guide them. I wish I had this resource when I was diagnosed.”

Created with the advice and consultation of professional medical librarians and cancer survivors, the [athenapartners.org](http://www.athenapartners.org) Web site includes links selected for the quality of their content, the credibility of their information sources and their objectivity. The directory organizes sites into categories to make finding information easy, with useful annotations on each listing including summary information on the source and the site’s content. Including links to both national and local Web sites, the directory allows visitors to create custom lists by category and city. The current local resource listings focus on the Western Washington at present with plans to expand to other communities over time. Athena Partners accepts no advertising or sponsorship payments from the sites listed in the directory and access to the site is free.

“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. “There is a staggering amount of information available online that varies greatly in quality. [Athenapartners.org](http://www.athenapartners.org) is a best-of-class Web site that will enable those touched by women’s cancers to easily access the leading national and Western Washington healthcare resources.”

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

Athena Partners, distributor of Athena bottled water, devotes 100 percent of profits to fund forward-thinking research on women's cancers in the Northwest. For 2003, 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 Research.

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 net profits from sales of Athena bottled water are devoted to forward-thinking research to find a cure. Athena Partners Web site, at www.athenapartners.org, provides a comprehensive Internet portal to leading national and Western Washington cancer information and resources about women's cancers.

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