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Doing Good, While Doing Business: Support Socially Responsible Companies

### **Athena Partners: Drink Water, Help Yourself and Others 19-JUL-08**

When I was a teen and young adult, I almost never gained weight. And, if I did, I would skip dessert for a few days, and the weight would disappear. To say the least, those days are long gone. It has become an ongoing struggle to maintain a relatively normal weight. And desserts? Except for fruit, they are history.

In addition to eating lots of fish, fruits and vegetables, I exercise just about every day. And, when I am hungry between meals, I drink lots of water, tea, or, iced tea. Generally, that water comes from the tap.

However, people who live closer to Seattle, Washington may purchase bottled water produced by Athena Partners, which was created by Trish May, a former Microsoft executive. Trish, a breast cancer survivor who also lost her mother to ovarian cancer, decided to develop a business that would donate 100% of the net profits to forward-thinking breast and gynecological research.

*As water is the essence of life, it is a fitting product to represent Athena's mission to help find a cure for women's cancers. Athena provides an easy way for consumers to support the cause every day, simply by purchasing a bottle of water. Athena bottled water is purified water with minerals added. The water undergoes state-of-the art reverse osmosis and ozonation purification to ensure Athena water is consistent with high quality, with a pure fresh taste.*

At present, Athena water is sold in four sizes: 237 mL (8 oz), 500 mL (16.9 fl oz), 1 L (33.8 fl oz), and 1.5 L (50.7 fl oz). But, it is only available in Alaska, California, Idaho, Montana, Oregon, and Washington. If you fly Alaska Airlines, you are sure to see it. It is the official bottled water of that airlines.

*Water is an essential element of the major organs in the human body and enables a range of vital body functions. Water consumption alleviates fatigue, improves skin, reduces stress, assists digestion, and decreases false hunger sensations. It is also believed to be associated with preventing illnesses, including cancer.*

(People who drink any type of bottled water should always remember to recycle the bottle. All too many bottles end up in landfills.)



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Recently, Athena has begun selling sports water bottles that say you "Give 100%" to everything you do. The dishwasher safe bottles are made from durable polycarbonate. The sides are ergonomically curved, and they easily clips to bags and fit into car cup holders. Each bottle holds 24 ounces, and they are available in blue or pink.

*In just three years, Athena Partners has donated more than \$147,000 to organizations including Fred Hutchinson Cancer Research Center, University of Washington Medicine, Huntsman Cancer Institute, and Swedish Medical Center.*

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