



Athena Partners, searching for a cancer cure

Athena Partners, a not-for-profit venture philanthropy company, is dedicated to advancing research and education to eliminate breast and reproductive cancers. 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 search directory to leading Western Washington and national cancer information and resources about women's cancers.

Breast cancer resources made easy

A web site with a mission

SEATTLE – Athena Partners, distributors of Athena brand bottled water devoting 100% of profits to women's cancer research, announces the launch of its cancer resources web site, featuring a search directory with links to more than 250 cancer information websites. 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 a key educational effort, we have created a comprehensive search directory to provide easy access to the very best cancer-related resources on the Internet. Our goal is to provide one place where people affected by women's cancers can gain access to both national and local resources, from federally supported medical information sites to local support groups. For individuals in the greater Seattle area seeking cancer information, this website is a natural place to start."

Created with the advice and consultation of professional medical librarians and cancer survivors, the athenapartners.org websites includes links selected for the quality of their content, the credibility of their information sources and their objectivity. The directory categorizes sites for easy navigation, 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. While the site confines local resource listings to those in the greater Seattle area at present, the list of

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communities covered will expand 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 and patient advocate, I know firsthand the importance of having access to reliable information," said Dr. Julie Graylow, Associate Professor of Oncology at UW Medicine. "There is a staggering amount of information available online that varies in quality greatly. Athena Partners' new website is a one-of-a-kind resource that will let medical professionals and patients alike access reliable information

Links with answers

Athena Partners, through their new cancer resources web site www.athenapartners.org, provide a search directory of more than 250 cancer information web sites. The directory includes both Western Washington and national sites categorized into medical information, healthcare providers, foundations, associations and support services sections, and lets visitors to create customized searches lists by category, language and city.

The athenapartners.org categories include annotations by a medical librarian and the links are only the most valuable and credible sites. Below are the categories by topic.

MEDICAL INFORMATION:

- Cancer websites
- Comprehensive medical websites
- Medical databases
- Conference proceedings & abstracts
- Libraries

HEALTHCARE PROVIDERS AND FACILITIES:

- Physicians & other healthcare providers
- Hospitals & treatment centers
- Research facilities
- Hospices
- Clinical trials

ASSOCIATIONS & AGENCIES:

- Professional oncology associations
- Federal & local government agencies

SUPPORT SERVICES:

- Breast cancer associations
- Gynecological cancer associations
- Other cancer associations
- Support groups & classes
- Beyond medical care

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

Source: athenapartners.org

WWW.ATHENAPARTNERS.ORG

Online answers to cancer questions

An online search directory of more than 250 cancer information web site sources has recently been launched by Athena Partners, on their cancer resources web site www.athenapartners.org.

The search directory includes both Western Washington and national sites categorized into medical information, healthcare providers, foundations, associations and support services sections, and provides the ability for visitor customized searches to create custom lists by category, language and city.



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Athena Partners is a 501(c)(3) not-for-profit corporation based in Kirkland, WA devoted to find a cure for breast and reproductive cancers

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