



Date: June 18, 2010



Operation Purple Envelope Greetings Goddess and Adoni,



This week at the June BBW, I unleashed **O.P.E.** - the Athena's aggressive letter writing campaign to get the Athena's Cup featured on the Ellen DeGeneres show!

I feel strongly that getting on Ellen will help us reach our goal of 169,000 bras to break that world record. We have about 130 days to collect 145,000 bras. National exposure will propel us towards the goal.

I created **O.P.E.** to achieve our goal and I can't do it without your help. What is **O.P.E.**?

I ordered 2,000 purple envelopes. Why Purple? Well, it's my favorite color! More to the point, purple envelopes will stand out in the stacks of white envelopes that the show receives!

At the Better Business Workshop in Woonsocket, 180 Goddesses/Adoni were handed a purple envelope and a piece of green paper. I asked each attendee to write a very brief letter to Ellen, address the envelope in their own handwriting, seal the envelope and write www.athenascup.org on the back of the envelope.



We collected the envelopes, placed an Ellen DeGeneres postal stamp on them and away they went!

It is my intension to ask every BBW attendee and August meeting attendee to do the same! Just write the letter, we'll take care of the rest!

But what about those of you that cannot make it to the live events?

If you want to type a letter to Ellen and email it to me jennifer@athenashn.com I will place it in a purple envelope for you and send it on its way!

Purple Envelope 1

If you have your own **purple** envelope, here's the information along with some suggestions for letter content.

What we're asking for: Consider having Jennifer Jolicoeur on your show to discuss [Athena's Cup](#).

What Athena's Cup is: an awareness campaign to encourage women to understand the value of early detection of breast cancer. Athena's Cup seeks to hook together 169,000 bras to achieve the Guinness World Record for bra chaining. We ask for donations of bras and a \$5 to reach our goal. All the proceeds will be given to Susan G. Komen for the Cure and local breast cancer charities, like The Gloria Gemma Breast Cancer Resource Foundation in Rhode Island.

Why: This is the personal connection – how has breast cancer affected you?

How to reach Jennifer: We recommend including the website (www.athenascup.org) your email and the main phone number of Athena's (401-762-6110).

The address the letters should be sent to is:



The Ellen DeGeneres Show
PO Box 7788
Burbank, CA 91522
Attn: Fan Mail

To those team leaders that would like to pass out **purple** envelopes at team meetings, we'd be happy to include purple envelopes in your orders.

Just email Ed to let him know you need some when you place your order.

To those of you that would like to have hostesses and party guests write letters at your parties, please do the same!

Can you just imagine all the purple envelopes arriving in their mail?

- 200 this month?
- 200 next month?
- 600 in August?

It's so exciting! Watch for our **O.P.E.** video from the BBW - coming soon!

Thank you everyone for helping us with **O.P.E.**! Together we can change the world!

Goddess Bless,

Jennifer Jolicoeur

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