



## **Athena's Cup Encourages Local Businesses to Take Part in Breast Cancer Awareness Month By Displaying Pink Bra-Donation Boxes**

*Athena's Home Novelties Offers Southern New England Businesses Opportunity to Become a Donation Drop-Off Location for National Breast Cancer Campaign*

**Woonsocket, RI – September XX, 2010** – Athena's Home Novelties, one of the country's premier adult novelty companies, announced today that it will be offering pink bra-donation boxes to Southern New England businesses throughout the month of October. Businesses that are interested can become a bra drop-off destination for [Athena's Cup](http://www.athenascup.org), a national campaign that seeks to collect 169,000 donated bras in an effort to raise breast cancer awareness and funding, and attempt to break the current bra-chain Guinness World Record. Athena's Cup collects a \$5.00 donation with each bra collection with the goal of raising half a million dollars for breast cancer research.

"Finding a way to become involved with breast cancer awareness month can be challenging for some businesses, especially for those that may not have the resources to do so," said Jennifer Jolicoeur, Mother Goddess and President of Athena's Home Novelties. "With the simple task of placing an Athena's Cup donation box at your storefront or office, local businesses can do their part to help the fight against breast cancer."

To date, Athena's Cup has raised more than \$40,000 and collected 30,000 bras. Proceeds raised from the campaign will benefit the [Susan G. Komen For The Cure](#), [The Gloria Gemma Breast Cancer Research Foundation RI](#) and additional local breast cancer charities. In honor and memory of breast cancer survivors, donors are encouraged to write the names of a loved one or other meaningful inscriptions on the bras prior to sending them in. Gently worn bras received will be donated to battered women shelters following the campaign.

Local businesses interested in becoming a drop-off location for Athena's Cup are encouraged to send a request to [marketing@athenashn.com](mailto:marketing@athenashn.com). Select businesses will receive a pink donation box to be displayed at their business throughout the month of October. Athena's Home Novelties will arrange for the bras and donations to be picked up at the end of the month. For business that are unable to participate but wish to donate, please send one or more bras, with a \$5.00 donation, to Athena's Home Novelties, 640 Winter Street, Woonsocket, RI, 02895. For more information, or to make an online donation, visit [www.athenascup.org](http://www.athenascup.org).

### **About Athena's Home Novelties**

Founded in 1998 by Jennifer Jolicoeur, Athena's Home Novelties is one of the country's premier adult novelty companies with more than 1,600 active independent consultants, or "Goddesses," operating in more than 39 states nationwide. Athena's seeks to empower women through sexual education in a safe and comfortable environment by offering only the highest quality products presented by a trained Athena's Goddess. Through its wide range of sensual home novelty and spa products, Athena's in-home parties are designed to bring passion into the lives of everyday women. With its flexible business plans and training programs, Athena's offers life-changing business opportunities for self-motivated, open-minded and energetic women. To book a party, become a Goddess, or learn more about the company and its products please visit [www.athenashn.com](http://www.athenashn.com).