



Athena's Home Novelties Recruits Goddess #4,000

Milestone Reaffirms Company Mission to Empower Women through Sexual Education in a Safe and Comfortable Environment

Woonsocket, RI – May 20, 2010 – Athena's Home Novelties, one of the country's premier adult novelty companies, announced today that Goddess number 4,000 has joined the Athena's sisterhood. This milestone reinforces Athena's Home Novelties goal to enhance sexual relationships and encourage intimacy with the help of more than 1,400 active Goddesses nationwide.

Since launching in 1998, Athena's Home Novelties has offered life-changing business opportunities for self-motivated, open-minded and energetic women and men, through flexible plans and training programs. Goddesses are crucial to the Athena's Home Novelties mission to empower women through sexual education in a safe and comfortable environment.

"We are very pleased with the growth of our community over the last 12 years, and the positive reaction that we've received from our customers," said Jennifer Jolicoeur, Mother Goddess and President of Athena's Home Novelties. "The investment by every Goddess nationwide has brought us to 4,000. Goddesses in New England, Florida, Texas, Ohio, California and even as far as Hawaii all had a hand in this great endeavor. It was a team effort, and I'm even more excited to reach Goddess 4,500, who will win \$500 in cash and product while her recruiter takes home \$4,500."

Athena's Home Novelties and its Goddesses have recently launched a nationwide breast cancer campaign, known as Athena's Cup. The campaign seeks to collect 169,000 donated bras by 10.10.10 in an effort to raise breast cancer awareness and funding, and attempt to break the current bra-chain Guinness World Record. Athena's Cup will collect a \$5.00 donation with each bra collection in an effort to raise half a million dollars for breast cancer research.

Proceeds raised from Athena's Cup will benefit the [Susan G. Komen For The Cure](#) and [The Gloria Gemma Breast Cancer Research Foundation RI](#). 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. Shelters interested in receiving a donation of bras are encouraged to send a request to marketing@athenashn.com.

To become a Goddess or to learn more about Athena's Home Novelties please visit www.athenashn.com or call 877-ATHENAS for more information.

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 1,400 active independent consultants, or "Goddesses," operating in more than 35 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.

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