



## **Athena's Cup Empowers Women to Surrender Their Bras and Show Support in the Fight Against Breast Cancer**

*Campaign Led By Athena's Home Novelties Sets to Break Bra-Chain World Record with 169,000 Donated Bras by 10.10.10*

**Woonsocket, RI – April 27, 2010** – Athena's Home Novelties, one of the country's premier adult novelty companies, today announced Athena's Cup, a national campaign that aims to collect and hook together 169,000 donated bras in an effort to raise breast cancer awareness 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.

"The Athena's Cup Campaign is not about the bras; it's about giving the women who wear them the chance to live in a world that is rid of breast cancer," said Jennifer Jolicoeur, Mother Goddess and President of Athena's Home Novelties. "We want to get women talking and encouraging one another to get that mammogram they've been putting off, start performing regular breast self-exams, and play an active role with their own health. If a chain of bras can stop women in their tracks and cause them to do just that, then we can potentially save lives."

Organizers of Athena's Cup hope to reach their goal of 169,000 bras by October 2010 to commemorate Breast Cancer Awareness Month. Throughout the campaign, the bra-chain will be displayed at various events across the country including the Gloria Gemma Breast Cancer Resource Foundation's [5<sup>th</sup> Annual Flames of Hope "Celebration of Life"](#) in Providence, RI on October 9<sup>th</sup> and the 2010 Autumnfest, an annual festival held in Woonsocket, RI each Columbus Day weekend, where it will be judged by a Guinness World Record professional. Together, the hooked bras have the potential to stretch up to 100 miles. Portions of the bra chain will be available for display throughout the country upon request.

Proceeds raised from Athena's Cup will benefit the [Susan G. Komen Breast Cancer Foundation](#) and [The Gloria Gemma Foundation](#). 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](mailto:marketing@athenashn.com).

To donate to the Athena's Cup Campaign, 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 over 1,400 active independent consultants, or "Goddesses," operating in over 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](http://www.athenashn.com).

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