



## **Clean Your Bra Drawer! Athena's Cup Asks LGBTQIA Community To Donate Bras to at Select 2010 Pride Events**

*Athena's Cup Raises Awareness and Funds for Breast Cancer; Bra Collections Available at Pride Events in Connecticut, Rhode Island, Maine, Florida and New York*

**Woonsocket, RI – June 1, 2010** – Athena's Home Novelties, one of the country's premier adult novelty companies, today announced bra collection drives at 2010 Pride Events in support of Athena's Cup. A national campaign, Athena's Cup 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. Funds collected at Pride events will support Athena's Cup, benefiting [Susan G. Komen for the Cure](#) and the [Gloria Gemma Breast Cancer Research Foundation](#).

With more than 20,000 bras collected to-date, organizers encourage the community to empty drawers and donate worn bras to Athena's Cup at their local Pride events. Convenient collection points have been set up at Pride events in several cities from Maine to Florida.

- [Connecticut PRIDE Hartford Rally and Festival](#): Bushnell Park, Hartford, CT, June 5, 2010 from noon until 7:00 p.m.
- [Boston Pride Festival](#): City Hall Plaza, Boston, MA, June 12 from noon until 6:00 p.m.
- [5<sup>th</sup> Annual Dyke March](#): Monument Square, Portland, ME, June 18 from 4:00 – 9:00 p.m.
- [Southern Maine Pride Festival](#): Deering Oaks Park, Portland, ME, June 19 from 11:00 a.m. until 7:00 p.m.
- [RI PrideFest](#): South Water Street/Providence River, Providence, RI, June 19 from noon until 8:30 p.m.
- [St. Pete Pride Street Festival](#): Grand Central District, St. Petersburg, FL, June 26 from 11:00 a.m. until 4:00 p.m.
- [NYC PrideFest](#): Hudson Street between Abingdon Square and West 14th Street, June 27 from 11:00 a.m. until 7:00 p.m.

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 donating.

"We are so grateful for the support of the Pride community. With breast cancer affecting one out of every eight women in the United States, there are so few of us who don't know someone affected by the disease," said Jennifer Jolicoeur, Mother Goddess and President of Athena's Home Novelties. "Each of us, men and women, need to take an active role in preserving our good health and through Athena's Cup we are encouraging everyone to take the necessary steps for early detection and treatment."

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.

Pride organizers interested in setting up a collection point their local events should contact Sharon Epstein at 401-762-6110 ext.14 or [sharone@athenashn.com](mailto:sharone@athenashn.com) for more information. For anyone wishing to make a donation directly to Athena's Cup, 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 1,400 active independent consultants, or "Goddesses," operating in more 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 or Adoni. 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 and men. To book a party, become a Goddess or Adoni, or learn more about the company and its products please visit [www.athenashn.com](http://www.athenashn.com).

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