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Athena's Cup Teams Up with Gloria Gemma Breast Cancer Resource Foundation for the Who's Your Hero™ Motorcycle Run and Charity Event

Donated Bras to be Collected in Support of Breast Cancer Awareness Campaign at Bike Run Sponsored by Russ' Ocean State Harley-Davidson®, Inc. and Ocean State Chapter Harley Owners Group® on June 5th

WOONSOCKET, RI – MONTH June, 2010 – Athena's Cup has announced today that it has teamed up with the Gloria Gemma Breast Cancer Resource Foundation for the Who's Your Hero™ motorcycle run and charity event on June 5, sponsored by Russ' Ocean State Harley-Davidson®, Inc., and Ocean State Chapter Harley Owners Group®. The run will begin in Warwick and end in Exeter, with an afternoon celebration to follow including food, raffles and family-friendly entertainment. All proceeds from the motorcycle run will benefit the Gloria Gemma Breast Cancer Resource Foundation.

On Saturday, June 5, bra collection locations will be available in Warwick at the motorcycle registration area, and at the charity event in Exeter following the ride.

"Our foundation is thrilled to partner with Athena's Cup, and we look forward to including them in future events, to help reach the goal of 169,000 bras by October 2010," said Maria Gemma, executive director of the Gloria Gemma Breast Cancer Resource Foundation.

"We are humbled to contribute to the cause of the Gloria Gemma Breast Cancer Resource Foundation, and collect bras for the Athena's Cup campaign through the Who's Your Hero™ Motorcycle Run Event, because everyone knows someone with breast cancer," said Amy Bishop of Russ' Ocean State Harley-Davidson, Inc.

The bike run registration will begin at 5 Albany Road in Warwick from 9:00 until 11:00 a.m. on Saturday, June 5 and end at 435 Nooseneck Hill Road in Exeter at about noon. Tickets are available at the following locations: Russ' Ocean State Harley-Davidson, Inc., 5 Albany Rd, Warwick; 435 Nooseneck Hill Road, Exeter; and Cotton Candy Boutique, 1455 Mineral Spring Avenue, North Providence, or online at www.gloriagemma.org.

For anyone interested in donating bras directly to Athena's Cup, send 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.

The Gloria Gemma Breast Cancer Resource Foundation's mission is to raise breast cancer awareness, increase breast health education, and generate funding for critical breast health programs in desperate need of being brought to fruition. Athena's Cup, sponsored by Athena's Home Novelties, is 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. A portion of the proceeds raised from the Athena's Cup campaign will benefit the Gloria Gemma Breast Resource Foundation.

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