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Athena's Cup Surpasses 25,000 Bras and \$30,000 in Donations to Support Breast Cancer Charities

National Breast Cancer Awareness Campaign Grows Closer to Reaching Goal of Breaking Current Bra-Chain World Record While Raising Awareness and Funds

WOONSOCKET, R.I., Aug. 17 /PRNewswire/ -- Athena's Home Novelties, one of the country's premier adult novelty companies, announced today that it has received more than 25,000 donated bras since launching its nationwide breast cancer campaign, [Athena's Cup](#). The campaign seeks to collect 169,000 donated bras in an effort to raise breast cancer awareness and funding, and plans 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.

"The outpour of support from women, men, and organizations has been tremendous," said Jennifer Jolicoeur, Mother Goddess and President of Athena's Home Novelties. "We've received bras from all over the world from people who have been affected by breast cancer. Thanks to the Athena's Cup campaign, these bras are doing more than just creating a chain; they are linking together the lives of those impacted by this disease."

To date, more than \$30,000 has been collected and proceeds raised from Athena's Cup will benefit the [Susan G. Komen For The Cure](#), [The Gloria Gemma Breast Cancer Research Foundation RI](#) and additional local breast cancer charities.

"Since we started Athena's Cup last year, it's been an incredible experience. This milestone reminds us that we've accomplished a lot but still have a long way to go," said Jolicoeur. "With each collection event and bra donation we're reminded of the thousands of lives impacted by breast cancer each year. These numbers demonstrate the need for early detection and prevention."

In honor and memory of breast cancer survivors, donors are encouraged to write the names of a loved one or other meaningful

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inscriptions on the bras prior to sending them in. Gently worn bras received will be donated to battered women shelters following the campaign.

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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