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Athena's Cup Exceeds 50,000 in Donated Bras for National Breast Cancer Awareness

Athena's Home Novelties Celebrates 2010 Successes and Sets Sight on Reaching New Milestones in 2011

WOONSOCKET, R.I.—(BUSINESS WIRE)—Athena's Home Novelties, one of the country's premier adult novelty companies, announced today it has reached a new milestone of more than 50,000 donated bras for its national 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.

Since its inception, Athena's Cup has collected more than \$50,000 in donations. In 2010, proceeds raised from Athena's Cup benefitted [The Gloria Gemma Breast Cancer Research Foundation](#) in Rhode Island. Donations to additional local and national breast cancer charities, including the [Susan G. Komen For The Cure](#), are planned for 2011.

In addition to its successes with the Athena's Cup campaign, Athena's Home Novelties also achieved new milestones as a business. Last year the company recruited over 1,200 Goddesses and Adonis; its highest amount in any calendar year of their more than 10 year history. The increase in recruitments resulted in an expansion into new locations, allowing Athena's Home Novelties to start out the year with a nationwide presence in 42 states.

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"2010 was an amazing year for Athena's Home Novelties and Athena's Cup and we hope to accomplish even greater goals throughout the coming year," said Jennifer Jolicoeur, Mother Goddess and President of Athena's Home Novelties. "Our momentum for growing the company, as well as bringing added national attention to the Athena's Cup campaign, is only further compounded by our recent success."

Athena's Home Novelties offers 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. Since launching in 1998, Athena's has provided thousands of Goddesses financial freedom and an unmatched work-life balance.

Athena's year of success was celebrated earlier this month with its annual meeting, held in Newport, RI. Goddesses and Adoni were awarded prizes for achievement and one Goddess, Gina Ventullo, walked away with a \$10,000 prize for holding the winning key to Athena's Treasure Box Challenge. Keys are awarded throughout the year to qualifying Goddesses and Adonis for top-selling, recruitments and milestone achievements.

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 on other Athena's Cup events, visit 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 1,600 active independent consultants, or "Goddesses," operating in more than 40 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.

Contacts

for Athena's Home Novelties
Julie Sellew, 401-654-4976
julie@matternow.com

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