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# Athena's Home Novelties Celebrates its 13th Anniversary

Special Incentives and Business Opportunities Available to New Goddesses and Adoni

Throughout the Month of April

Woonsocket, RI / [PRBUZZ](#) / April 12, 2011 – Athena's Home Novelties, one of the country's premier adult novelty companies, is celebrating its 13th year anniversary this month. In recognition of this milestone, Athena's Home Novelties will be offering new Goddesses and Adoni who sign-on during the month of April discounted prices on its business starter kits, with a special offer for a \$99 introductory starter kit.

Included in the April \$99 starter kit is over \$200 worth of retail product, up to \$60 worth of paperwork, business supplies and free gifts. In addition to the starter kit, Athena's Home Novelties will be entering each of its current Goddesses and Adoni who recruit during the month of April into a drawing for a chance to win a \$1,300 cash prize to be split with the new recruit.

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 and Adoni are crucial to the Athena's Home Novelties mission to empower women through sexual education in a safe and comfortable environment and recognized for their efforts each year with incentives including, but not limited to:

Opportunity to win a car and/or mortgage bonus

Monthly prizes for top sellers of each business plan

Free maid service for a year

Free vacation to the annual Goddess/Adonis Getaway

Cash prizes and chance to win \$10,000 annually

"For the past 13 years, Athena's Home Novelties has remained strong throughout the highs and lows of the economic rollercoaster," said Jennifer Jolicoeur, President and Founder of Athena's Home Novelties. "With our April anniversary incentives, I'm hoping more women and men are able to take advantage of these offers and reap the benefits of financial control."

Since its inception, Athena's Home Novelties has recruited over 4,800 Goddesses and Adoni, and expanded into a nationwide presence in 42 states. Athena's has awarded \$120,000 to 12 Goddesses, and the company created a video from the past 13 years that highlights the lives touched through Athena's [here](#). The Athena's mission is to ensure that customers and sales representatives feel that sex is healthy, classy, and enjoyable. All Athena's parties are conducted with sophistication, class, and offer only the highest quality products.

Athena's Home Novelties is also the organization behind [Athena's Cup](#), a national breast cancer campaign that seeks to collect 169,000 donated bras in an effort to raise breast cancer awareness, funding, and break the current bra-chain Guinness World Record. Athena's Cup collects a \$5.00 donation with each bra with the goal of raising half a million dollars for breast cancer research. To date Athena's Cup reached the milestone of collecting 55,000 bras, and has raised more than \$50,000 in donations.

To become an Athena's Goddess or Adonis, call 1-877-ATHENAS, or visit [www.athenashn.com](#). To donate bras directly to Athena's Cup, please send with a \$5 donation, to Athena's Home Novelties, 640 Winter Street, Woonsocket, RI, 02895. For additional information on Athena's Cup, or to find local 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 42 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](#).

## Documents Attachment

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