



**For Immediate Release**

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## **Athena® Offers Home and Office Bottled Water Delivery in Metro NYC**

***Sales of New Brand Bolster Fight Against Breast Cancer***

NEW YORK, JULY 14, 2011 – Athena, one of the newest brands in the DS Waters® home and office bottled water delivery division, is now available in the New York metro area in environmentally friendly 5-gallon bottles that are reusable and refillable. Customers can order the service online at [athenawater.com](http://athenawater.com) or by calling 800-432-3886.

Athena water is a recent acquisition for DS Waters of America, Inc., embracing the mission and expanding the scope of a product started by breast cancer survivor Trish May. May's treatment and recovery inspired an idea – and in 2003, she founded Athena Partners based on the vision that one person can make a difference with a single bottle of pure water.

Athena contributes a portion of its proceeds to national and local organizations working to promote breast cancer awareness, education and research. In just one year, sales have generated nearly \$375,000 for the cause. "We are well on our way to raising more than \$1 million in the next three years to support the fight against breast cancer," says CEO Dillon Schickli.

Named for the mythical Greek goddess who symbolizes purity, wisdom and strength, Athena water embodies the qualities that complement DS Waters' long-term commitment to promoting breast cancer awareness, education and research.

With its distinctive pink labeling, cases of 16.9 ounce or ½ liter bottled Athena water are available in 41 states through various retail outlets and delivered directly to homes and offices across the country. Home and office delivery of 5-gallon bottles is available in the metropolitan areas of Seattle, Atlanta, Dallas-Fort Worth – *and now* – is making its debut in New York.

**About DS Waters:**

Formed in 2003, DS Waters is the producer and distributor of home, office, and retail bottled water, water filtration and office coffee products across the United States sold under the brand names Alhambra®, Abita Springs®, Athena®, Belmont Springs®, Crystal Springs®, Hinckley Springs®, Kentwood Springs®, Mount Olympus®, Nursery® Water, Sierra Springs®, Sparkletts®, and Roast2Coast®, a coffee delivery service, as well as My Utapia™, a water filtration service. The company, headquartered in Atlanta, Georgia, is one of the leaders in the U.S. [home and office bottled water delivery](#) category, focusing on three and five gallon, one gallon and single serve bottled water products. Water is bottled at over 25 manufacturing facilities, and delivered to over a million homes and offices and retail establishments across the country. DS Waters and its employees provide safe drinking water to communities during emergencies such as hurricanes, fires, floods, droughts and other natural disasters. Visit [water.com](http://water.com), [nurserywater.com](http://nurserywater.com), [myutapia.com](http://myutapia.com) or [athenawater.com](http://athenawater.com) for more information.