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**For Immediate Release**  
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## **DS WATERS OF AMERICA, INC. LAUNCHES ATHENA® WATER NATIONWIDE; COMPANY CONTRIBUTIONS TO BREAST CANCER CAUSE WILL RISE TO \$1.2 MILLION**

Atlanta, GA (PRWeb) November 10, 2010 -- [DS Waters of America, Inc.](http://www.ds-waters.com) announces the launch of its [Athena® brand bottled water](#) in all USA markets and via internet sales channels, providing a continuing boost to the company's funding of breast [cancer research](#), education and awareness. Each bottle of Athena water sold generates a contribution to the cause. Athena bottled water is noticeable by the signature pink ribbon prominently displayed on every bottle.

The 2010 acquisition of the bottled water assets of Athena Partners will substantially increase DS Waters financial commitment to finding a cure for breast cancer via research, education and awareness. DS Waters recently also extended its [agreement with the Susan G. Komen for the Cure®](#) organization and will be donating a minimum of \$800,000 by 2016. An additional minimum contribution of \$400,000 based on Athena water sales through 2013 will go to fund programs to combat breast cancer, for a guaranteed total of at least \$1,200,000 in funding for the cause by the end of 2016.

Consumers now can purchase Athena brand water from any of the divisions of DS Waters, including Abita Springs®, Alhambra®, Belmont Springs®, Crystal Springs®, Hinckley Springs®, Kentwood Springs®, Sierra Springs® and Sparkletts®. The company's website provides another convenient purchase option; visit [www.water.com](http://www.water.com) for information on how to order Athena online.

The brand Athena and the Athena Partners organization were founded in 2003 by Patricia B. May, a breast cancer survivor, to raise money for women's cancer research, awareness and education. At DS Waters' headquarters in Atlanta, as well as other company locations throughout the United States, a number of supportive events for Breast Cancer Awareness month are planned, including meetings with Athena founder Trish May, an "Athena Games" event, and postings on the company website of ["Stories of Hope"](#) from employees who are breast cancer survivors.

"The launch of the Athena brand and our partnership with Susan G. Komen for the Cure® gives each individual in our company the opportunity to make a difference in the fight against breast cancer. Together we can come one step closure to a cure," said Dillon Schickli, CEO of DS Waters.

### **[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®](#), [Nursery® Water](#), [Sierra Springs®](#), [Sparkletts®](#), and [Roast2Coast®](#), a coffee delivery service. The company, headquartered in Atlanta, Georgia, is one of the leaders in the U.S. home and office water delivery, 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 in more than [40 states](#). DS Waters and its associates also provide safe drinking water to communities during emergencies such as hurricanes, fires, floods, droughts and other natural disasters. Visit [www.water.com](http://www.water.com) or [www.nurserywater.com](http://www.nurserywater.com) for more information.

[Proud partner. Susan G. Komen for the Cure.®](#)

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