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Athena SWC Gives Back; Participates in First Purpose Day

Amherst, N.Y, August 6, 2018—As a subsidiary of the Bonadio Group, Athena SWC participated in the company’s first Purpose Day on Thursday August 2. Athena SWC employees left the office behind as they spent time, alongside Bonadio employees, volunteering at Gateway Longview in Williamsville.

Gateway Longview cares for over 3,600 children and families annually from across Western & Central New York through Behavioral Health Services, Community Based Services, Residential Treatment Services and Special Education Services.

From 11:00 am until 3:00 pm, Athena’s employees shut down their computers and picked up shovels, rakes, wheel barrows, and in some cases water balloons and crayons to help make the children’s day a little brighter. A number of Athena employees spent time creating a concrete pad for the facilities new driving range and landscaping the facility’s many flower beds, which including weeding, planting and mulching. Other employees spent time with children doing crafts and participating with them in fun outdoor activities.

“Gateway Longview makes a significant positive impact on children and families within our community, so we were excited to partner with such a worthy organization,” said Managing Director & CEO, Todd Zielinski. “It was a great opportunity for us as individuals and as a company to help make a difference in our community. Our hope is that this experience will encourage employees to find additional opportunities to give back throughout the year.

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About Athena SWC

Athena SWC, LLC, a subsidiary of The Bonadio Group, is a provider of outsourced services for marketing, new business development and sales support. Athena helps clients in complex business-to-business selling environments gather marketing intelligence, generate qualified leads, nurture relationships, improve sales-rep productivity and compress sales cycles—with the goal of converting clients’ prospects into customers and improving bottom-line results. For more information, visit www.athenaswc.com.

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