



MEDIA CONTACT

Lauren Griffin

972.499.6621

lauren.griffin@hck2.com

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AdvoCare Celebrates 20th Anniversary by Giving Back with '\$20,000 in 20 Cities' Donation

The \$400,000 contribution will go to support community food banks across the country

(PLANO, Texas) – [AdvoCare International](#) (AdvoCare), a premier health and wellness company based in Plano, Texas, announced today in celebration of its 20th anniversary year, and in an effort to give back to the communities it serves, it will contribute \$20,000 in 20 cities across the U.S. coinciding with its leadership training events in 2013. The \$400,000 total contribution will go to support food banks in those respective areas.

Additionally, AdvoCare kicked off a pledge among its Distributor base to commit to giving 20 hours of their time to a local charity over the next few months. The volunteer pledge was announced at the AdvoCare Success School, held Feb. 15 – 17 in Fort Worth, where AdvoCare welcomed a record crowd of 25,000 attendees, making it the largest event ever held at the Fort Worth Convention Center and generating approximately \$1,869,750 in revenue for the city, according to the Fort Worth Convention and Visitors Bureau. To support its growing numbers, AdvoCare announced Cowboys Stadium will be the venue for the August 2013 Success School.

“Over the course of the last 20 years, AdvoCare has become a household name shared by more than a quarter of a million Distributors,” said Richard Wright, CEO and president of AdvoCare. “In appreciation of the success we have enjoyed, AdvoCare is proud to give back to the community in a big way through our \$400,000 commitment to area food banks.”

AdvoCare was founded in 1993 by Charlie Ragus, who was driven by a desire to help people improve their life nutritionally and financially. He chose the name *AdvoCare* to communicate his commitment to be an *advocate* who *cared*. Today, AdvoCare carries on Ragus' vision and commitment to offer products and an opportunity for financial freedom to people of all walks of life.

The direct sales company has grown from a handful of Independent Distributors in its first year to more than 260,000 in its 20th year. Due to its consistent growth over the years, AdvoCare has been the recipient of Southern Methodist University's Cox School of Business *Dallas 100 Award* seven times. Richard Wright took the helm as President and CEO in 2007. Since he joined the organization, the AdvoCare Distributor base has grown five times over.

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To further establish AdvoCare as a household name, the company has developed local, regional and national sports-focused sponsorships. In 2012, AdvoCare became the first-ever jersey sponsor for the Major League Soccer team, FC Dallas. And in college football, the company will return for the fifth consecutive year as title sponsor of the 2013 AdvoCare V100™ Independence Bowl in Shreveport, La.

In the NASCAR® world, AdvoCare is the season title sponsor of the No. 3 Chevrolet owned by Richard Childress Racing. Driving the car is Richard Childress' grandson, Austin Dillon. Additionally, AdvoCare is the title sponsor of the AdvoCare 500 Sprint Cup series race at Phoenix International Raceway on Nov. 9, 2013 and the AdvoCare 500 Sprint Cup series race at Atlanta Motor Speedway on Aug. 31, 2013.

AdvoCare is a company with a strong heritage of giving back. In addition to its '\$20,000 in 20 Cities' campaign this year, the company will continue as platinum sponsor of Operation Homefront, which it joined forces with in 2009. Since then, AdvoCare has contributed more than \$750,000 in cash and product donations, as well as AdvoCare Independent Distributors across the national who participate in Operation Homefront programs and events.

In addition to sponsor partnerships, AdvoCare has a roster of [endorsers](#); athletes and performers who trust AdvoCare with their health and performance, including Drew Brees, Jason Witten, Sam Bradford, Veronica Campbell-Brown and Michael W. Smith, just to name a few.

AdvoCare [products](#) are formulated with the highest regard for safety and efficacy, regularly tested for purity and potency. Many are also routinely tested as part of the most comprehensive banned-substance certification program for dietary supplements in the world – Informed-Choice Certification. Guided by its prestigious [Scientific & Medical Advisory Board](#), AdvoCare offers only the highest quality ingredients for best absorption, well-balanced nutrition and consistent results.

AdvoCare offers five distinct product lines:

- Trim – Solutions for healthy weight management
- Active – Vibrant energy and on-the-go nutrition
- Well – Nutrition for a healthy, balanced life
- Performance Elite – Advanced sports nutrition
- Definite Difference® - Definite science for beautiful skin

For more information about AdvoCare, its products or how to become an AdvoCare Independent Distributor, please visit www.advocare.com.

About AdvoCare International, LP

For 20 years, AdvoCare has offered general nutrition, weight loss, energy and sports performance products of the highest quality developed through comprehensive research and backed by a Scientific & Medical Advisory Board. AdvoCare now offers more than 70 exclusive products and a business opportunity that empowers individuals to explore their ultimate potential. AdvoCare was founded in 1993 and is headquartered in Plano, Texas. For more information on AdvoCare, visit www.advocare.com or call 800-542-4800.