



MEDIA CONTACT

Kerri Fulks

972.499.6617

kerri.fulks@hck2.com

FOR IMMEDIATE RELEASE

March 7, 2013

AdvoCare Donates \$20,000 to the North Texas Food Bank

Company celebrates 20th anniversary year with \$400,000 in donations to 20 food banks across the country

(PLANO, Texas) – [AdvoCare International](#) (AdvoCare), a premier health and wellness company based in Plano, Texas, today contributed \$20,000 to the [North Texas Food Bank](#), in celebration of its 20th anniversary year, and in an effort to give back to the communities it serves.

This is the first of 20 donations to be made in 20 cities across the U.S. coinciding with AdvoCare's leadership training events in 2013. The \$400,000 total contribution will support local food banks in those respective areas.

"AdvoCare is a company with a strong heritage of giving back," said Allison Levy, General Counsel for AdvoCare. "We are proud to partner with the North Texas Food Bank and provide them with \$20,000 in support of the tremendous work they do feeding local families in need."

Additionally, AdvoCare recently 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. Distributors will pledge their commitment over the next few months and share stories of their volunteer projects when they reconvene at Success School at Cowboys Stadium in August.

"We are so grateful that AdvoCare has chosen to support us not only with a financial gift, but with their time through volunteering, as well," said Jan Pruitt, president and CEO of the North Texas Food Bank. "We know that a hunger-free community will only be possible with partners like AdvoCare at the table with us, and we thank them for making that commitment."

Founded in 1982, the North Texas Food Bank is a Dallas nonprofit hunger relief organization that distributes donated, purchased and prepared foods through a network of more than 340 Food Assistance Partners in 13 counties. As a member of Feeding America, they support the nutritional needs of children, families and seniors through education, advocacy and strategic partnerships.

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

- more -

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.

About the North Texas Food Bank

The North Texas Food Bank (NTFB) is a top-ranked nonprofit relief organization which leads the fight against hunger with knowledge-based strategies to distribute donated, purchased, and prepared foods through a network of feeding programs in 13 North Texas counties. NTFB supports the nutritional needs of children, families and seniors through research, education, advocacy and strategic partnerships. In FY 2012, NTFB provided access to more than 47 million nutritious meals, a 45% increase year-over-year. Founded in 1982, the year 2012 marked NTFB's 30th anniversary. NTFB is a member of Feeding America (feedingamerica.org).

###