



MEDIA CONTACT

Kara Thompson
Childress Institute for Pediatric Trauma
336.491.9766
kathomps@wakehealth.edu

FOR IMMEDIATE RELEASE
Dec. 3, 2013

AdvoCare Donates \$35,000 on Behalf of NASCAR Nationwide Series Champion Austin Dillon

Proceeds Will Benefit the Childress Institute for Pediatric Trauma

(WINSTON-SALEM, N.C.) – [AdvoCare International](#), LP (AdvoCare), a leading health and wellness company, is donating \$35,000 to the Childress Institute for Pediatric Trauma based on the performance of Richard Childress Racing NASCAR Nationwide Series Champion Austin Dillon, driver of the No. 3 AdvoCare Chevrolet. The Childress Institute's goal is to prevent the death of seriously injured children by funding research, education and awareness to improve treatment.

"Nearly 10,000 kids die every year from life-threatening injuries - more than all other causes combined," said **Richard Childress, president and CEO of Richard Childress Racing and co-founder of the Childress Institute for Pediatric Trauma**. "It's the number one killer of children in America, and it can happen anywhere, at any time, to any child. We appreciate AdvoCare's support and their commitment to helping raise awareness and funds for the care of injured children throughout the season."

AdvoCare pledged \$5,000 for every win, \$2,000 for every top five finish and \$1,000 for every top 10 finish Dillon had throughout the 2013 Nationwide Series. In appreciation of the Childress Institute's mission and AdvoCare's contribution, Dillon and the No. 3 AdvoCare racing team visited children at several hospitals across the U.S. during the race season, including Phoenix Children's Hospital, Nationwide Children's Hospital in Columbus, Ohio, Brenner Children's Hospital in Winston-Salem, N.C., and Children's Hospital of Richmond (Va.) at VCU.

Fans can help save the lives of injured children by making their own contribution to the Childress Institute in two ways: join the Childress Champions by donating \$33 in honor of Dillon at InjuredKids.org or visit NASCAR.com/foundation to bid on the Childress Institute's holiday auction. The auction features a variety of autographed memorabilia including race-used autographed sheet metal and other items from RCR.

"AdvoCare is proud to support the research and awareness The Childress Institute for Pediatric Trauma facilitates. Austin had a great season, and we are excited about what this contribution means to the organization," said **Mike Vaught, AdvoCare Director of Sponsorships**.

- more -

To learn more about the Childress Institute for Pediatric Trauma, visit www.InjuredKids.org, or find the Childress Institute via social media on Twitter @injuredkids, www.facebook.com/ChildressPediatricTrauma and www.YouTube.com/ChildressInstitute.

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

About the Childress Institute for Pediatric Trauma

The Childress Institute's goal is to lead national efforts to reduce death and disability following injury to children less than 18 years of age. It is dedicated to improving outcomes for critically-injured children across the U.S. by investing resources in research, education and awareness. The Institute helps injured kids get the best care, when they need it the most. Life-threatening injury is the No. 1 killer of kids in America. Nearly 10,000 children die each year - more than all other causes combined. The Childress Institute invests resources in research, education and awareness to improve the treatment for critically injured children in the U.S. The Childress Institute for Pediatric Trauma was founded at and receives considerable support from Wake Forest Baptist Medical Center. The Institute was established through the generosity of Richard and Judy Childress. For more information, please visit www.InjuredKids.org.

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 offers more than 70 exclusive products and a business opportunity that empowers individuals to explore their ultimate potential. AdvoCare is headquartered in Plano, Texas. For more information on AdvoCare, visit www.advocare.com or call 800-542-4800.

About Richard Childress Racing

Richard Childress Racing (www.rcrracing.com) has earned more than 200 victories and 14 championships, including six in the NASCAR Sprint Cup Series with the legendary Dale Earnhardt. RCR was the first organization to win championships in the Sprint Cup Series, NASCAR Nationwide Series and NASCAR Camping World Truck Series. Its 2013 Sprint Cup Series lineup includes Paul Menard (No. 27 Menards Chevrolet), Kevin Harvick (No. 29 Budweiser/Jimmy John's/Rheem Chevrolet) and Jeff Burton (No. 31 Caterpillar/Cheerios Chevrolet). Its Nationwide Series program includes Brian Scott (No. 2 Shore Lodge/Armour Vienna Sausage/Fast Fixin'/Charter/Husky Liners Chevrolet), 2012 Nationwide Series rookie of the year Austin Dillon (No. 3 AdvoCare Chevrolet) and an all-star driver lineup on the No. 33 Menards/Rheem/WESCO/Armour Vienna Sausage/Hunt Brothers Pizza/Fast Fixin' Chevrolet team. The NASCAR Camping World Truck Series program features 2012 Camping World Truck Series rookie of the year Ty Dillon (No. 3 Bass Pro Shops Chevrolet) and Brendan Gaughan (No. 62 South Point Hotel & Casino Chevrolet).

#