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**FOR IMMEDIATE RELEASE**

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## **AdvoCare, National Breast Cancer Foundation Partner for National Breast Cancer Awareness Month**

*Proceeds of Pink Lemonade Spark® to benefit women fighting cancer now*

(PLANO, Texas) – [AdvoCare International, LP](#) (AdvoCare) announced today their partnership with the [National Breast Cancer Foundation, Inc.](#)® (NBCF), which will kick off Oct. 1 and run through Oct. 31, in conjunction with National Breast Cancer Awareness Month. For every canister of AdvoCare Pink Lemonade Spark® Energy Drink Mix sold in October, AdvoCare will donate \$1 to support the mission of NBCF.

“AdvoCare is thrilled to partner with the National Breast Cancer Foundation throughout the month of October to support their mission of saving lives through early detection,” said **Allison Levy, vice president and chief legal officer for AdvoCare International**. “As a premier health and wellness company, we stand by organizations that provide solutions that save lives – and we believe NBCF does just that.”

AdvoCare Spark® Energy Drink Mix containing 21 vitamins, minerals and nutrients that work synergistically to provide a healthy, balanced and sugar-free source of energy. Pink Lemonade is one of eight flavors available.

“We are thankful for AdvoCare, its Distributors and customers who are helping raise funds for our cause,” said **Janelle Hail, founder and CEO of NBCF**. “With their donation, they support our mission to help women now by increasing awareness through education, providing diagnostic breast care services and nurturing support services for those in need.”

For more information about AdvoCare’s Pink Lemonade Spark® or other products, visit [www.advocare.com](http://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](http://www.advocare.com) or call 800-542-4800.

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**About the National Breast Cancer Foundation, Inc.**®

Recognized as one of the leading breast cancer organizations in the world, the National Breast Cancer Foundation's (NBCF) mission is to save lives through early detection and to provide mammograms for those in need. A recipient of Charity Navigator's highest 4-star rating for nine years, NBCF provides women help for today and hope for tomorrow through its National Mammography Program, Beyond The Shock®, Early Detection Plan, MyNBCF online support community, and breast cancer research programs. For more information, please visit [www.nbcf.org](http://www.nbcf.org).

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