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AdvoCare Kicks Off Football Season and Labor Day Weekend with 'Bring It Home' Campaign

Distributors rally to watch Texas Kickoff, Cowboys Classic and AdvoCare 500

(PLANO, Texas) – [AdvoCare International](#) (AdvoCare), a premier health and wellness company celebrating 20 years, will host its first '[Bring It Home](#)' weekend with the sponsorship of **three nationally televised sporting events over Labor Day weekend – Texas Kickoff, Cowboys Classic and AdvoCare 500**. AdvoCare encourages its Independent Distributors across the nation to host watching parties in support of the campaign.

Texas Kickoff is the first event AdvoCare will sponsor, as Mississippi State and Oklahoma State University play at [Reliant Stadium](#) in Houston on Aug. 31. The game will air on ABC and ESPN2 at 2:30 p.m. CST.

The same day, Louisiana State University and Texas Christian University will play at [AT&T Stadium](#) in Arlington, Texas in the **Cowboys Classic**, televised on ESPN, ABC or ESPN2 at 8 p.m. CST.

The final sponsored event during AdvoCare's 'Bring It Home' weekend is the [AdvoCare 500 NASCAR Sprint Cup Series Race](#) in Atlanta, Georgia, which airs Sept. 2 at 7:30 p.m. on ESPN.

"We want to become a household name in our home state of Texas, and across the country, as we continue to spread the good news of AdvoCare," said Patrick Wright, vice president of marketing for AdvoCare. "It's our pleasure to stand behind all the athletes playing this weekend through our 'Bring It Home' campaign."

In addition to these three weekend events, AdvoCare also continues its season-wide sponsorship of Austin Dillon's No. 3 AdvoCare Chevrolet as he races on Saturday, Aug. 31 at the GREAT CLIPS - GRIT CHIPS 300 in Atlanta, Georgia.

Beginning this fall, AdvoCare will launch a national advertising campaign featuring **Dallas tight end, Jason Witten**, an AdvoCare endorser.

To learn more about AdvoCare's 'Bring It Home' campaign, please visit:
<http://www.advocare.com/company/sponsorship/bringithome>

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.