



MEDIA CONTACT

Kerri Fulks

972.499.6617

kerri.fulks@hck2.com

FOR IMMEDIATE RELEASE

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**AdvoCare Donates More than 71,000 Diapers and \$20,000 to
Captain Hope's Kids**

In honor of 20th anniversary, Distributors perform 270,000 service hours in local communities

(PLANO, Texas) – [AdvoCare International](#) (AdvoCare), a premier health and wellness company celebrating 20 years, today announced a generous donation of 71,484 diapers and \$20,000 to [Captain Hope's Kids](#), a North Texas nonprofit organization dedicated to meeting the needs of homeless children. The diapers were collected by AdvoCare Distributors as they attended Success School, a sales leadership event which was held at AT&T Stadium Aug. 9 to 11. AdvoCare generously matched the diaper collection with a monetary donation equal to the cost of products collected, bringing the total donation to more than 150,000 diapers.

Additionally, as part of its '20 in 20' campaign earlier this year, where AdvoCare gave away \$20,000 each to 21 food banks across the country resulting in a \$420,000 donation, AdvoCare also challenged its more than 300,000 Independent Distributors to commit to giving 20 hours of their time to a local charity. AdvoCare Distributors heeded the call, and as a result, spent more than 270,000 hours aiding their local community organizations.

"AdvoCare believes strongly in giving back to the communities in which we serve, and we are proud to rise to the occasion once again," said Allison Levy, vice president and chief legal officer for AdvoCare. "This being our 20th year, we are especially proud of our Distributors for their continued commitment to these causes and leading the fight in their own communities."

Founded in 1989, Captain Hope's Kids is a non-profit organization that works to meet the critical needs of homeless children in North Texas. Last year the charity donated approximately \$1.4 million worth of items to help homeless kids, including school supplies, school uniforms, backpacks and more than 600,000 diapers and training pants. The items were distributed to children who reside in the area shelters. Captain Hope's Kids is proud to collaborate with more than 45 homeless service providers in North Texas.

"We are thrilled that AdvoCare has made such a generous donation to our organization, and it will help us greatly as we prepare for the fall season which brings challenges for the homeless community," said Carey McMann, president of Captain Hope's Kids board of directors.

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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.

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