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AdvoCare Ladies Alive Events Raise \$40,000 for Operation Homefront

(PLANO, TX) – [AdvoCare](http://www.advocare.com), a premier health and wellness company based in Plano, Texas, is a platinum sponsor of Operation Homefront, an organization that provides assistance to military families. Ladies Alive, AdvoCare Independent Distributor-led events held nationwide this past fall, raised \$40,000 for Operation Homefront.

Ladies Alive events empower female AdvoCare Independent Distributors by providing tangible solutions for dealing with stresses related to poor health, a shortage of time and money, or simply a lost passion for life. Events were held in October and November in nine cities, including Portland, Carlsbad, Denver, Des Moines, Dallas, Charlotte, Dayton, Orlando and Birmingham. Dynamic speakers attended each event, sharing their inspiring journey and offering a plan for a brighter financial future.

“Our Independent Distributors have connected with the mission of Operation Homefront. Heartfelt contributions and efforts like this continue to go beyond all expectations in support of this worthy cause,” said Pete Radicello, AdvoCare Marketing Programs Manager.

Guests at the Ladies Alive events made generous donations to Operation Homefront, including Diamond Distributor, Kristin Frade, who matched all donations made in the last 15 minutes of the Carlsbad event, resulting in a total of \$12,000 being raised at this single event.

“I want to thank everyone at AdvoCare for their generous support, for making a difference in my life personally, for the partnership with Operation Homefront, and most importantly, the impact we have made together in the lives of our military families and wounded warriors. I look forward to next year,” said Rachel Weil, MEd, Director of Development for Operation Homefront – California.

Operation Homefront provides emergency financial and other assistance to the families of service members and wounded warriors. They provide direct services to alleviate a military family’s or individual’s actual/complete emergency financial burden, as well as counseling and/or recovery support. Emergency financial assistance is in the form of checks paid directly to mortgage lenders, auto mechanics, contractors, hospitals, doctors, dentists and other providers.

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

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About AdvoCare International, LP

Since 1993, 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 Operation Homefront

Operation Homefront, a 501(c)(3) nonprofit organization, was formed in February of 2002. It was developed to support the families of deployed service members immediately following 9/11. Operation Homefront is headquartered in San Antonio, Texas, and has evolved into a major nonprofit. Operation Homefront currently provides services to military families across the nation with 25 chapters. The national office handles cases in states that do not have their own chapter. Since 2002, Operation Homefront has met over 400,000 needs for military families, to include active duty, Guard and Reserve from all branches of service. Since its inception, OH has provided more than \$128 million dollars of support through programs that benefit military families. For more information, visit www.operationhomefront.net.

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