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## **AdvoCare Supports Local Women with Ladies Alive Event and \$10,000 Donation to Genesis Women's Shelter and Support**

*Dallas shelter donation completes \$200K national giving campaign*

(PLANO, Texas) – [AdvoCare International, L.P.](#) (“AdvoCare”), a premier health and wellness company celebrating 20 years, today announced a generous \$10,000 donation to [Genesis Women’s Shelter and Support](#), a center that provides refuge, safety, counseling and expert services to battered women and their children. The donation was made in conjunction with [Ladies Alive](#) - an event led by female AdvoCare Independent Distributors on Nov. 15 and 16 in Dallas, with the goal of empowering women with tools for a successful and fulfilling life.

AdvoCare held Ladies Alive events in 20 cities throughout October and November, and donated \$10,000 to women’s shelters in each of those cities for a total donation of \$200,000. This final donation marks the completion of Ladies Alive events for 2013.

“Ladies Alive events are an opportunity for female AdvoCare Distributors to speak with other women in their communities and empower them,” said Allison Levy, AdvoCare Vice President and Chief Legal Officer. “In celebration of our 20<sup>th</sup> anniversary year, we are proud to have been able to empower even more women by extending our support to shelters across America helping women in need.”

Since 2009, Ladies Alive has been a gathering place for women across the nation. This conference equips and empowers women in their AdvoCare business with life-changing tools and training. Ladies Alive events teach women tangible solutions for dealing with stresses related to poor health, a shortage of time and money, or a lost passion for life. Dynamic speakers attend each event, sharing their inspiring journey and offering a plan for a brighter financial future.

“We are thrilled to be recipients of such a special gift from AdvoCare,” said Susan Wells Jenevein, Executive Director of Genesis Women’s Shelter and Support. “AdvoCare’s contribution sends a powerful and important message to our community – that they are standing alongside us and the women and children we serve in the fight against domestic violence.”

Genesis Women’s Shelter offers housing to 650 women and children every year, many of whom are victims of domestic violence. The shelter offers battered women and their children emergency shelter and transitional housing, as well as domestic violence education, legal services, and parenting and job readiness classes. The shelter’s Outreach Counseling Program has 20 master’s-level trained counselors and provides more than 15,000 clinical counseling hours each year.

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For more information about Ladies Alive events, AdvoCare products or how to become an AdvoCare Independent Distributor, please 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.

### **About Genesis Women's Shelter**

In January 1985, Shelter Ministries of Dallas began operating Genesis Women's Shelter as a safe haven for victims of domestic violence. Its mission is to end the epidemic of domestic violence against women and children by stopping individual victimization and by offering safety and expert services to battered women and their children. The families who walk through Genesis' doors are escaping unspeakable violence, and the shelter's goal is to provide them with all the tools they need. From the moment a woman picks up the phone to call the hotline, to her arrival at the shelter, to the ongoing counseling for her and her children, Genesis Women's Shelter is there to help her navigate the difficult road and achieve success she once only dreamed possible.

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