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AdvoCare Pledges \$75,000 to Food 4 Kids, Joint Effort with North Texas Food Bank and Plano Mayor

Local health and wellness company to contribute \$75,000 over three years

(PLANO, Texas) – [AdvoCare International, LP](#) (AdvoCare) announced today a three-year commitment to contribute a total of \$75,000 to sponsor North Texas Food Bank's [Food 4 Kids Backpack Program](#). A joint effort of Plano Mayor Harry LaRosiliere and the [North Texas Food Bank](#) (NTFB), Food 4 Kids provides food-filled backpacks on Fridays to children who are eligible for free and reduced lunches. The program will launch in Plano this August, in time for the 2014-2015 school year.

"We are humbled to be a part of this program and contribute to the end of hunger for children in the Plano community," said Allison Levy, Vice President and Chief Legal Officer for AdvoCare. "As a health and wellness company, we are dedicated to equipping people of all ages with the resources to live healthy lives, and our partnership with Mayor LaRosiliere and North Texas Food Bank is part of that commitment."

In the 2013-2014 school year, 36 students per school on average received a Food 4 Kids backpack. At schools with higher needs, the average number was 59 students. The food included in the backpacks is purchased with a goal of meeting 60 percent of each child's nutritional needs for the weekend.

"More than 39,000 children are food insecure in Collin county, even though it is one of the wealthiest counties in Texas," said Mayor LaRosiliere. "We are truly thankful to AdvoCare for stepping up with this major sponsorship to help eliminate child hunger – one backpack at a time."

Sponsorship of the Food 4 Kids Program was announced at the company's Leadership School on Feb. 28. To meet additional local community needs, AdvoCare announced a \$5,500 donation benefitting [Tarrant Area Food Bank](#), an organization that provides food for 13 counties on the west side of D/FW. The company also generously donated a suite of furniture used at Leadership School to [Captain Hope's Kids](#), a Dallas-based organization that exists to meet the needs of homeless children.

For more information about AdvoCare, please visit www.advocare.com.

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About AdvoCare International, LP

For more than 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.

About North Texas Food Bank

The North Texas Food Bank (NTFB) is a top-ranked nonprofit relief organization. Leading the fight against hunger in our community, we distribute donated, purchased, and prepared foods through a network of more than 1,000 feeding programs and 262 Partner Agencies in 13 counties. Since 1982, NTFB has distributed more than half a billion pounds of food. NTFB supports the nutritional needs of North Texans through research, education, advocacy and strategic partnerships. In fiscal year 2013, NTFB provided access to 62 million nutritious meals. NTFB is a member of Feeding America, a national hunger relief organization (feedingamerica.org).

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