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Hendrick Motorsports Names AdvoCare Its Official Nutrition Partner
Pit Crews Competing in NASCAR Cup Series Committed to Utilizing AdvoCare Health and Wellness Products Through the 2020 Season

PLANO, TEXAS - February 14, 2019 - AdvoCare is thrilled to announce that Hendrick Motorsports (HMS) has named AdvoCare its official nutrition partner through the 2020 NASCAR season. As part of the two-year agreement, Hendrick Motorsports' pit crews competing in the premier NASCAR Cup Series will be using the suite of nutritional and sports performance products.

"Like Hendrick Motorsports, AdvoCare has long been committed to a high level of human performance," said Patrick Perkins, vice president of marketing for Hendrick Motorsports. "They are a leader in health and wellness and have a terrific legacy in our sport over many years. We are proud to partner with AdvoCare and know their products will benefit our athletes and teams, from high-performance training to recovery. It's a great fit for our organization."

From a branding perspective, AdvoCare brand placement will be prominently displayed in the team's human performance areas including the gym, training center, pit stop practice area and athletic field. As part of the partnership, AdvoCare will also create digital content and promotional programs with the team.

"AdvoCare has a long history with motorsports, and we are beyond thrilled to continue that legacy with our ongoing nutrition partnership with Roush Fenway Racing and through a new, two-year sponsorship with Hendrick Motorsports," said Allison Levy, executive vice president and chief legal counsel with AdvoCare. "I am confident this partnership will not only improve pit crew performance, but will also change the overall health and wellness outlook for the entire company. Our products are proven safe and effective for all athletes – including those that work behind the scenes."

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