



# PRESS RELEASE

OFFICIAL COMMUNICATION FROM FC DALLAS OF MAJOR LEAGUE SOCCER

LEIGH ANNE GULLETT - Director of Communications and PR 469.365.0054 [lgullett@fcdallas.com](mailto:lgullett@fcdallas.com)

JASON MINNICK - Media Services Manager 469.365.0068 [jminnick@fcdallas.com](mailto:jminnick@fcdallas.com)

## **Building champions together, AdvoCare and FC Dallas extend hero partnership through 2020**

*AdvoCare jersey sponsorship renewed long-term; new away kit to be unveiled in 2015*

FRISCO, Texas (Friday, Oct. 24) – FC Dallas and AdvoCare, the Texas-based health and wellness company, announced plans today to extend the multi-million dollar partnership with the Major League Soccer club through 2020.

“Our journey with FC Dallas started two years ago and has helped accomplish one of our biggest goals at AdvoCare – to build brand awareness,” AdvoCare President and CEO Richard Wright said. “Our ongoing relationship allows both AdvoCare and FC Dallas to grow even stronger as we continue to build champions together.”

AdvoCare was originally announced as FC Dallas’ first jersey sponsor on June 27, 2012. A true partnership with the MLS club, the extension includes plans for FC Dallas to unveil a new away kit in 2015 and a new home kit in 2016. An extension of the initial agreement that put AdvoCare’s logo on the front of all team gear, AdvoCare will continue to have a major presence throughout Toyota Stadium and Toyota Soccer Center. The sponsorship also keeps the AdvoCare logo on FC Dallas Academy and Youth jerseys.

“We couldn’t ask for a better hero partner over the past two years,” said FC Dallas president Dan Hunt. “We are looking forward to building on the solid foundation that has been established.”

In addition to AdvoCare’s sponsorship of the club, the company will also make a \$250,000 contribution to the FC Dallas Foundation to help fund what will be the charitable arm’s fourth FC Dallas Foundation Field in Dallas in 2015.

No stranger to the sports world, AdvoCare also sponsors the annual Texas Kickoff, the AdvoCare Texas Bowl and the No. 6 AdvoCare car in the NASCAR® Nationwide Series in 2014.

### **About AdvoCare**

At AdvoCare, We Build Champions® through physical and financial wellness. Backed by the latest science, AdvoCare provides innovative nutritional, weight-management, sports performance and skin care products. In addition, the AdvoCare business opportunity empowers individuals to explore their ultimate earning potential. AdvoCare was founded in 1993 and is headquartered in Plano, Texas. For more information, visit [www.advocare.com](http://www.advocare.com) or call 800-542-4800.

### **About FC Dallas**

A member of Major League Soccer since its inception in 1996, FC Dallas is owned and operated by Hunt Sports Group. The professional team plays from March to November at Toyota Stadium in Frisco, Texas. One of the first soccer-specific stadiums built in the United States, the venue plays host to Major League Soccer matches, concerts, international soccer matches and high school football. The 145-acre Toyota Soccer Center also includes 17 regulation-sized, tournament-grade soccer fields and is also home to the organization's nationally-renowned youth development system.

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