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## **AdvoCare Ladies Alive Attendees to Assemble More Than 35,000 Hygiene Kits for Families in Need**

**(PLANO, TX)** – [AdvoCare](#), a premier health and wellness company, is donating more than 35,000 care packages to eleven women’s and homeless shelters with the help of [Clean the World](#), an organization dedicated to preventing millions of hygiene-related deaths each year.

AdvoCare Independent Distributors will assemble the kits on April 9 and 16 during AdvoCare’s nationwide series of women-led events, Ladies Alive. The care packages will include soap, shampoo, conditioner, lotion, toothbrush, toothpaste and a washcloth, and will be donated to shelters where individuals lack supplies needed for basic hygiene.

“No one should ever go without basic hygiene products. It is a privilege for us to partner with Clean the World and provide these items to people who are struggling to meet their family’s basic needs due to whatever their life circumstances may be,” said **Allison Levy, executive vice president and chief legal officer**

Ladies Alive events inspire, encourage and empower women 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.

"There is a massive need for personal hygiene items among displaced, homeless, and underemployed women in the United States," said **Shawn Seipler, founder and executive director of Clean the World**. "It's an honor to team with AdvoCare on this project. We applaud the company's commitment to social responsibility and its efforts to help women and families in need."

Currently more than 19,000 women are registered for the events throughout nine cities, including: San Diego, Kansas City, Tacoma, Nashville, Columbus, Dallas, Philadelphia, Orlando and Rochester. The care packages will be distributed to local shelters that provide help to victims of domestic violence or families on the verge of becoming homeless:

- [Homeless Families Foundations](#) (Columbus)
- [Operation Breakthrough](#) and [Giving the Basics](#) (Kansas City)
- [Nashville Rescue Mission](#) (Nashville)

- [Becky's House](#) and [San Diego Dream Center](#) (San Diego)
- [Tacoma Rescue Mission](#)
- [Homeless Veterans Service of Dallas](#) (Dallas)
- [Coalition for the Homeless of Central Florida](#) (Orlando)
- [Families Forward Philadelphia](#)
- [Women's Shelter, Inc.](#) (Rochester)

For more information about AdvoCare, its products or how to become an AdvoCare Independent Distributor, please visit [www.advocare.com](http://www.advocare.com).

#### **About AdvoCare International, LP**

Backed by the latest science, AdvoCare provides innovative nutritional, weight-management, and sports performance 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 about AdvoCare visit [www.advocare.com](http://www.advocare.com). Be sure to like us on [www.facebook.com/advocare](http://www.facebook.com/advocare) and follow us on Twitter - [@AdvoCare](https://twitter.com/AdvoCare)

#### **About Clean the World**

Clean the World is a social enterprise dedicated to the mission of saving millions of lives around the world while simultaneously diverting hotel waste from landfills. The organization collects discarded soap and other hygiene products from more than 4,000 hotel and resort partners and operates recycling centers in North America, Asia, and Europe. Clean the World provides hygiene education and microlending to make hand washing and local soap purchases a lifelong habit in developing regions. Through its hygiene kit program, Clean the World provides personal care items to relief organizations throughout North America. Since 2009, more than 31 million bars of Clean the World soap have been distributed in 100 countries.

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