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**FOR IMMEDIATE RELEASE**

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**AdvoCare Donates \$50,000 to National Breast Cancer Foundation  
in Support of Breast Cancer Awareness Month**

(PLANO, Texas) – [AdvoCare International, LP](#) (AdvoCare), a premier health and wellness company, today announced a **donation of \$50,000 to the [National Breast Cancer Foundation](#)** (NBCF) in support of the foundation’s mission to provide help and inspire hope to those affected by breast cancer. On Friday, Oct. 31, AdvoCare presented the check to NBCF at Texas Motor Speedway, prior to Saturday’s NASCAR Nationwide Series race, in which AdvoCare endorser and NASCAR athlete Trevor Bayne competed.

“What sets the National Breast Cancer Foundation apart is not only its drive to help women now, but also its commitment to education and providing hope to women and families that they can have fulfilling lives during and following their treatment,” said **Allison Levy, Vice President and Chief Legal Officer for AdvoCare**. “AdvoCare’s donation is an effort to show our admiration of the foundation’s dedication to educating, equipping and emboldening women.”

AdvoCare established its partnership with NBCF in November 2013, when the company **donated \$30,827** to the foundation through sales of AdvoCare Spark® Pink Lemonade and proceeds from a silent auction.

NBCF arms women with tools such as the [Early Detection Plan](#), which allows them to schedule reminders for self-exams and schedule clinical breast exams and mammograms, depending on age and health history. The foundation also offers a free, in-depth online guide called [Beyond The Shock](#) for women and their families to fully understand breast cancer.

“We are so encouraged that AdvoCare, its Independent Distributors and customers chose to again partner with the National Breast Cancer Foundation in an effort to raise funds and awareness for breast cancer,” said **Janelle Hail, Founder and Chief Executive Officer of National Breast Cancer Foundation**. “This generous donation will help us provide free early detection services for those in need in all 50 states.”

In a continued effort to increase awareness of breast cancer during National Breast Cancer Awareness Month, AdvoCare endorser and NASCAR athlete Trevor Bayne’s No. 6 AdvoCare Ford Mustang was a special hue of pink and featured the NBCF logo at the Oct. 4 Nationwide Series Race at Kansas Motor Speedway.

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

**About the National Breast Cancer Foundation, Inc. ®**

Recognized as one of the leading breast cancer organizations in the world, the National Breast Cancer Foundation's (NBCF) mission is to help women now by providing help and inspiring hope to those affected by breast cancer through early detection, education and support services. A recipient of Charity Navigator's highest 4-star rating for ten years, NBCF provides women Help for Today...Hope for Tomorrow® through its [National Mammography Program](#), [Beyond The Shock®](#), [Early Detection Plan](#), [MyNBCF](#) online support community, and breast cancer research programs. For more information, please visit [www.nbcf.org](http://www.nbcf.org).

**About AdvoCare International, LP**

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.

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