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FOR IMMEDIATE RELEASE

AdvoCare Named the Official Health and Wellness Partner of CollClubSports!

Pittsburgh, PA. – February 1, 2012 – After years of extensive and thorough research on companies that offer nutritional products, CollClubSports has finally found the perfect fit with [AdvoCare](#). As the Official Health and Wellness Partner of CollClubSports, AdvoCare offers a full catalogue of products to all member teams, including an energy drink ([SPARK](#)); a sports drink ([Rehydrate](#)); a protein shake ([Muscle Gain](#)); and much more!



AdvoCare is a premier health and wellness company offering world-class energy, weight-loss, nutrition, and sports performance products. AdvoCare has been the title sponsor of the AdvoCare Independence Bowl for the past three years, and is endorsed by professional athletes such as Colt McCoy, Brad Hawpe, and Super Bowl XLIV MVP [Drew Brees](#). “AdvoCare is a big part of my preparation and recovery each week,” said Brees, who has been using AdvoCare products since 2002, his second year in the NFL. “I feel like the products help me play at a championship level.”

The biggest factor that sets AdvoCare apart from their competition is the fact that AdvoCare products are certified by [INFORMED-CHOICE](#), ensuring that they are banned-substance free. INFORMED-CHOICE has analyzed more samples for banned substances than any other lab in the world. With the added level of protection provided by INFORMED-CHOICE, AdvoCare users can increase stamina, help build muscle and increase endurance without any risk of using substances banned from athletic competition.



“For several years now, our members have been asking when we would be partnering with a company so they could gain access to quality workout supplements at great prices,” explained CollClubSports President Sandy Sanderson. “It was always a topic that we at CollClubSports were cautious about due to the lack of government regulation surrounding the industry. After several years of reviewing possible relationships with various companies, I was pleased to learn that INFORMED-CHOICE has handled the testing of AdvoCare’s products. Couple that with the fact that AdvoCare products are both NFL and NCAA approved, I knew this was the company that we could promote with 100% confidence in their products.”



Believing that what you put into your body is important, AdvoCare takes pride in using only the best nutrients in each of their products. AdvoCare’s SPARK energy drink provides more vitamins and minerals and less sugar and carbohydrates than energy drinks commonly found at convenience stores. Similarly, unlike most sports drinks, AdvoCare’s Rehydrate provides antioxidants and other nutrients that help to prevent muscle cramping (L-glutamine) and support muscle strength (L-arginine). Other notable products include meal replacement shakes, post-workout recovery drinks, breakfast bars and more. For a full list of products offered by AdvoCare, [click here](#).

AdvoCare’s impressive [Sports Advisory Council](#) includes Strength and Conditioning Coaches from many of the nation’s leading collegiate and professional organizations such as the Chicago Cubs, Houston Astros, University of Wisconsin, Ohio State University, University of Oklahoma and Auburn University. For more information about



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AdvoCare, the products they offer, and how your team can earn a 20% discount on all Advocare products, contact AdvoCare Advisor Dan Binder at dan@distinctfitnesssolutions.com.

“AdvoCare found me in July 2011 when I had my first SPARK,” said Binder. “I jumped on the 24-Day Challenge, dropped nine pounds and trimmed my body fat by 4% all while seeing a noticeable increase in my strength training workouts at the gym. As part of my daily routine, I use the Trim, Active and Performance Elite products to keep me healthy and fit and it's had a measurable impact on my performance. Knowing that the products work, are certified by INFORMED CHOICE, and endorsed by strength and conditioning professionals on the Sports Advisory Council, as well as hundreds of non-paid professional athletes, it was easy for me to share the products with friends, family and co-workers. As a Miami University club baseball alum I realized CollClubSports athletes would benefit from these products as they work to achieve optimal performance in the gym, on the field and even in the classroom. I'm excited about this partnership and look forward to working with the high caliber athletes that make up CollClubSports.”

Peter Chalfin
Sports Information Director
CollClubSports