

Charlotte Kicks off Coca-Cola Fit Family Challenge

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- **Program provides incentives for families to get moving**
- **Partners include Charlotte Parent Magazine and CVS**
- **Participants can win prizes for healthier lifestyles**

CHARLOTTE, N.C.--(BUSINESS WIRE)--Apr. 14, 2014-- In an effort to promote healthy, active lifestyles, Coca-Cola (NASDAQ: COKE) is partnering with Charlotte Parent magazine and CVS in an 8-week program in which Charlotte area residents are challenged to get out and get active!

To participate and be eligible to win prizes, residents need to sign up at www.charlotteparent.com. Families earn points, based on participation, for a chance to win prizes during the 8-week challenge period, April 15-June 9. To help promote the Fit Family Challenge, Coca-Cola has invested more than \$125,000 on the program's implementation.

Participants can also find support via blogs, expert advice, wellness tips and information on free exercise classes through the Charlotte Parent website.

"At Charlotte Parent, we believe children are our greatest treasure and they deserve to be healthy and happy. The Fit Family Challenge is a positive way to reach families in our community with an encouraging message about the benefits of a healthy lifestyle," says Eve White, executive editor and publisher of Charlotte Parent.

"Since the first Coke was shared in 1886, our company has believed good things happen when people come together," said Lauren Steele, Sr. VP, Corporate Affairs, Coca-Cola Bottling Company Consolidated. "The Fit Family Challenge is just another example of the Coca-Cola Company's commitment to dealing with today's important issues. We believe that to seriously address obesity, there needs to be an open and honest dialogue, coupled with a comprehensive approach toward promoting nutrition and physical exercise."

"As a lifelong fitness advocate, I believe everyone needs access to healthy foods and have ample opportunities to exercise so they can live healthy lives," said North Carolina House of Representative Member Ruth Samuelson. "That's why I support the Coca-Cola Fit Family Challenge and its efforts to boost awareness of the importance of eating healthy and exercising daily. And I know that Charlotte families will get out there, get moving!"

"CVS/pharmacy is committed to helping people on their path to better health, so we are pleased to support the Fit Family Challenge by raising awareness about the importance of exercise, a well-balanced diet and getting enough rest," said David Purdy, Area Vice President, CVS/pharmacy.

Charlotte-based Coca-Cola Bottling Co. Consolidated is the nation's largest independent Coca-Cola bottler, selling a broad portfolio of beverages to fit into every diet and lifestyle.

##Coca-Cola Fit Family Challenge##



Source: Coca-Cola Bottling Co. Consolidated

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