

## Local Coca-Cola® Bottler Encourages Communities to Pay It Forward

January 22, 2015

- *CCBCC encourages community service through Serve Your City initiative*
- *Eight cities across CCBCC territory included in program*
- *Non-profit organization with the most pledges in each participating city will receive \$2,500 grant*

CHARLOTTE, N.C.--(BUSINESS WIRE)--Jan. 22, 2015-- Coca-Cola Bottling Co. Consolidated (CCBCC), the largest independent Coca-Cola bottler in the United States, has a long history of community service and philanthropy. This year, CCBCC is challenging the public to get involved and pledge to volunteer for a National Day of Service on February 21, 2015. CCBCC has selected eight cities in the company's territory in which to run the Serve Your City initiative.

During the Serve Your City initiative, CCBCC encourages everyone living in the program cities to visit [www.Coca-ColaServeYourCity.com](http://www.Coca-ColaServeYourCity.com) and pledge time to one of the 26 organizations listed on the pledge form. The organization with the most pledges in each city will win a \$2,500 grant from Coca-Cola Bottling Co. Consolidated.

Serve Your City kicked off on Martin Luther King, Jr. Day and runs through the National Day of Service in February. As part of the kick-off, more than 50 Charlotte CCBCC employees volunteered 100 hours of service at local organizations on MLK Day.

The Serve Your City program is in Charlotte, Fayetteville, Greensboro and Raleigh in North Carolina, Charleston and Columbia in South Carolina, Nashville, Tennessee and Mobile, Alabama.

"Life's most persistent and urgent question is, 'What are you doing for others?'"

- Dr. Martin Luther King, Jr.

About Coca-Cola Bottling Co. Consolidated (CCBCC)

Coca-Cola Bottling Co. Consolidated (CCBCC) (NASDAQ: COKE) is the nation's largest independent Coca-Cola bottler. Headquartered in Charlotte, NC, the company's 7,000 employees make, sell and deliver Coca-Cola products in franchise sales territories across the Southeast. For more information, visit [www.CokeConsolidated.com](http://www.CokeConsolidated.com).

#ServeYourCity #PayItForward



Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150122005654/en/>

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