

Nashville Kicks Off 2015 Coca-Cola Fit Family Challenge

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- Program provides incentives for families to get out and get active
- Partners include Nashville Parent Magazine, CVS and Nashville Mayor Karl Dean
- Participants can win prizes for healthier lifestyles

NASHVILLE, Tenn.--(BUSINESS WIRE)--Apr. 20, 2015-- In an effort to promote healthy, active lifestyles, Coca-Cola is partnering with Nashville Parent magazine, CVS and Nashville Mayor Karl Dean in an 8-week program in which Nashville residents are challenged to get up, get out and get active!

To participate and be eligible to win prizes, residents need to sign up at myfitfamilychallenge.com/TN. Based on participation, families earn points for a chance to win prizes during the 8-week challenge period, April 21 – June 15. To help promote the Fit Family Challenge, Coca-Cola has invested more than \$150,000 on the program's implementation.

Participants can also find support via blogs, expert advice, wellness tips and information on free exercise classes through the Nashville Parent website nashvilleparent.com/fitfamilychallenge2015.

"At Nashville Parent, we believe all children deserve to be healthy and happy, and we're proud to co-sponsor the Fit Family Challenge because it helps spread this important message in such a fun and engaging way," said Stewart Day, Publisher.

For more than 125 years, the Coca-Cola Company has been committed to the communities where we live, work and play and to dealing with important issues. We believe the Fit Family Challenge with its emphasis on nutrition and physical exercise is part of a comprehensive approach which will help address the serious issue of obesity in our society," said Alison Patient, senior director of corporate affairs, Coca-Cola Bottling Company Consolidated.

During the Family Fit Challenge Mayor Dean is hosting a city-wide health campaign called *100 Miles with the Mayor* where he is inviting Nashville residents to walk, bike and paddle with him across Nashville. All *100 Miles with the Mayor* events are free and open to all ability levels. Participants can join Mayor Dean at 18 events over 19 days from May 3 through May 22 then log their activities on the Fit Family Challenge website.

"My *100 Miles with the Mayor* initiative aligns perfectly with the goals of the Family Fit Challenge to encourage healthy activity for all Nashville residents," said Nashville Mayor Karl Dean. "I applaud the organizers and supporters of the Fit Family Challenge as a great example of the kind of public-private partnership that helps benefit the citizens of Nashville by encouraging parents and children to live healthier, better and longer lives."

"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 that fit every activity and lifestyle. Learn more about Coca-Cola Consolidated at www.cokeconsolidated.com, and be sure to follow us on [Facebook](#), [Twitter](#) and [Instagram](#)! Mayor Dean's *100 Miles with the Mayor* details can be found at <http://walk100miles.com>.

Fit Family Challenge brought to you by Nashville Parent Magazine and Coca-Cola##



Source: Coca-Cola Bottling Co. Consolidated

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