

Coca-Cola, Parent Magazine and CVS Pharmacy Kick Off Fit Family Challenge Across the Southeast

April 30, 2016

Program provides incentives to get families moving, including Grand Prize Universal Orlando® Resort Vacation Package

CHARLOTTE, N.C.--(BUSINESS WIRE)--Apr. 30, 2016-- Since 1886, The Coca-Cola Company has strived to support the communities that it serves. Part of that commitment is encouraging people to lead balanced and active lifestyles. Now, Coca-Cola has partnered with *Parent* magazine and CVS Pharmacy to bring residents across the Southeast a free, 8-week program called the Fit Family Challenge.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160430005026/en/>



Partners of the 2016 Fit Family Challenge include Coca-Cola, CVS Pharmacy and Parent Magazine.
(Photo: Business Wire)

"Coca-Cola believes in bringing people together for moments of happiness," said Alison Patient, Senior Director of Public Affairs for Coca-Cola Consolidated. "The Fit Family Challenge is a great way for families to jumpstart a balanced lifestyle

while having some fun this summer – and be eligible to win prizes along the way!"

To participate in the program, residents simply sign up at www.MyFitFamilyChallenge.com. Families then earn points, based on participation, for a chance to win prizes during the 8-week challenge, which runs May 1- June 26, 2016. Program participants also receive additional wellness support via blogs, expert advice, tips, information on free exercise classes and more.

"Since 2012, this free program has impacted thousands of families, bringing them together for fun activities fueled by healthy habits, and rewarding them with amazing prizes!" says Eve White, Fit Family Challenge founder and Director of Strategic Partnerships at Morris Media Network. "This year, we are very excited to see the Challenge expand into five states, bringing our message of healthy lifestyles to even more communities with the help of our magazine partners and sponsors, Coca-Cola and CVS Pharmacy."

States involved in the Coca-Cola Fit Family Challenge include: Kentucky, North Carolina, South Carolina, Tennessee and Virginia.

About Coca-Cola Bottling Co. Consolidated (CCBCC)

Coca-Cola Bottling Co. Consolidated (CCBCC) is the nation's largest independent Coca-Cola bottler. The Company operates in 15 states, primarily in the Mid-Atlantic and Southeast, with corporate offices located in Charlotte, North Carolina. CCBCC stock is traded on the NASDAQ exchange under the symbol COKE.

Learn more about Coca-Cola Consolidated at www.cokeconsolidated.com, and be sure to follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#)!



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Source: Coca-Cola Bottling Co. Consolidated

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