

Nashville and Charlotte Square Off with Coca-Cola for Fit Family Challenge

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-- Two cities, one goal: Fit Families

-- Program provides incentives for families to get moving

-- Partners include Charlotte Parent and Nashville Parent Magazines and Harris Teeter

-- Cities and residents can win prizes for healthier lifestyles

NASHVILLE, Tenn. & CHARLOTTE, N.C.--(BUSINESS WIRE)--Apr. 15, 2013-- Residents in two of the nation's most dynamic cities are squaring off with the help of Coca-Cola, to promote healthy, active lifestyles in the Fit Family Challenge.

Coca-Cola is partnering with Charlotte Parent magazine, Nashville Parent magazine and Harris Teeter in an eight-week challenge for residents of Charlotte and Nashville to earn a total of 200,000 minutes for living a more healthy balanced lifestyle — a challenge where everybody can be a winner. If the city goals are met, Coca-Cola will make a \$10,000 grant to each city to promote physical activity and healthy lifestyles—and residents who participate in each city can win prizes including YMCA memberships and a Grand Prize family trip to Universal Studios in Orlando. Weekly prizes also include Harris Teeter gifts cards, bicycles and fitness equipment to help keep the momentum going throughout the program.

To participate and be eligible to win prizes, residents should sign up at www.nashvilleparent.com or www.charlotteparent.com depending on the city where they live. Families earn points, based on participation, for a chance to win prizes during the eight-week challenge period, from April 15 to June 10. To help promote the Fit Family Challenge, Coca-Cola has invested more than \$250,000 on the program's implementation in the Charlotte and Nashville markets.

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

"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, editor and publisher of Charlotte Parent.

"Nashville Parent is proud to partner with Coca-Cola, YMCA of Middle Tennessee and Mayor Karl Dean to encourage Middle Tennessee families to get fit together and live healthier lifestyles," says Nashville Parent Publisher Stewart Day. "Our goal is to make the Fit Family Challenge a fun, engaging way for families to do so."

"Since the first Coke was shared in 1886, our company has believed good things happen when people come together," said Lauren Steele, Senior Vice President, Corporate Affairs, Coca-Cola Bottling Co. 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."

"Nashville loves a good competition and the Fit Family Challenge is a fun way to encourage everyone in Nashville to adopt a healthier, more active lifestyle," Nashville Mayor Karl Dean said. "Our citizens have come out in force for our Walk 100 Miles program, our annual Mayor's Challenge 5K and Mayor's Field Day. I look forward to Nashvillians taking on this new health challenge."

"As Mayor of Charlotte, I'm committed to ensuring our residents have access to healthy foods and ample opportunities to exercise so they can live healthy lives," said Charlotte Mayor Anthony Foxx. "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. Best of luck to Nashville, but no one loves a challenge more than a Charlottean, and I know our families will bring home that \$10,000 grant."

"At Harris Teeter, we understand that children look to parents as role models, especially when it comes to issues like eating well, exercise and getting adequate rest. That is why we are so pleased to be part of this fun program that gets the whole family involved," said, Danna Jones, Communications Specialist at Harris Teeter.

"Charlotte and Nashville are the largest markets Coca-Cola Consolidated has in our franchise selling territories," Steele said. "We know our consumers in these cities are up to the Coca-Cola Fit Family Challenge and we appreciate our partners at Charlotte Parent and Nashville Parent magazines and Harris Teeter for helping promote physical activity and healthy lifestyles."

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



Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130415005928/en/>

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