

The Lowcountry Kicks Off The Fit Family Challenge

May 13, 2014

-- Program provides incentives for families to get out and get active

-- Partners include Lowcountry Parent Magazine and CVS

-- Participants can win prizes for healthier lifestyles

CHARLESTON, S.C.--(BUSINESS WIRE)--May 13, 2014-- In an effort to promote healthy, active lifestyles, Coca-Cola is partnering with Lowcountry Parent magazine and CVS in an 8-week program in which South Carolina residents are challenged to get out and get active!

To participate and be eligible to win prizes, residents need to sign up at fitfamilychallengesc.com. Based on participation, families earn points for a chance to win prizes during the 8-week challenge period, May 15-July 10. 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 Lowcountry Parent website <http://www.lowcountryparent.com/health> and www.musc.edu/ffc.

"At Lowcountry 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 Leslie Sommerdyke, revenue manager of Lowcountry Parent.

"The Fit Family Challenge is just one more example from The Coca-Cola Company that shows our 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," said Alison Patient, sr. director, corporate affairs, Coca-Cola Bottling Company Consolidated.

"I believe everyone needs access to healthy foods and have ample opportunities to exercise so they can live healthy lives," said Charleston Mayor Joe Riley. "That's why I support the Fit Family Challenge and its efforts to boost awareness of the importance of eating healthy and exercising daily. And I know that Charleston 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.

"A healthy lifestyle starts with proper nutrition and daily exercise," said Rozalynn Goodwin, vice president for community engagement for the South Carolina Hospital Association. "The South Carolina Hospital Association applauds and supports the Fit Family Challenge brought to you by Lowcountry Parent and Coca-Cola as this program helps to raise awareness of this critical issue."

"Programs like the Fit Family Challenge are a critical component in educating the public on the importance of daily exercise. Through this effort and others we can begin turning around the epidemic of obesity in South Carolina and throughout the country," said Susan L. Johnson, director of health promotion, Medical University of South Carolina.

"The Fit Family Challenge is a great example of the kind of public-private partnership that helps benefit the citizens of South Carolina by encouraging parents and children to live their lives healthier, better and longer," said Catherine Templeton, director of the South Carolina Department of Health & Environmental Control.

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.

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



Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140513006180/en/>

Source: Coca-Cola Bottling Co. Consolidated

Coca-Cola Consolidated
Alison Patient, 704-905-6684
Alison.patient@ccbcc.com