

The Palmetto State Kicks Off The Fit Family Challenge

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

-- Partners include Palmetto Parent Magazine and CVS

-- Participants can win prizes for healthier lifestyles

COLUMBIA, S.C.--(BUSINESS WIRE)--May 14, 2014-- In an effort to promote healthy, active lifestyles, Coca-Cola is partnering with Palmetto 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 Palmetto Parent website www.palmettoparent.com.

"Palmetto Parent is excited to partner with Coca-Cola on the 2014 Coca-Cola Fit Family Challenge because we believe that daily exercise is critical for the overall health and well-being of children and adults. The Fit Family Challenge engages with families in our community in a fun, positive way about the about the benefits of a healthy lifestyle," says Lori Coon, publisher of Palmetto Parent. Participants in the Palmetto Parent Fit Family Challenge can follow along with Spotlight Families; Mayor of Columbia, Steve Benjamin and family and Mayor of Lexington, Steve MacDougall and family

"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 fully support the Fit Family Challenge and its goals of improving the health of all of South Carolinians through exercise and healthy eating habits," said South Carolina House of Representative Speaker Bobby Harrell. "And I know that everyone will embrace the program's theme of Get Fit. Eat Right. Have Fun!"

"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."

"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 Palmetto Parent and Coca-Cola



Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140514005105/en/>

Source: Coca-Cola Bottling Co. Consolidated

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