

## The Upstate Kicks Off The Fit Family Challenge

May 15, 2014

- **Program provides incentives for families to get out and get active**
- **Partners include Upstate Parent Magazine and CVS**
- **Participants can win prizes for healthier lifestyles**

GREENVILLE, S.C.--(BUSINESS WIRE)--May 15, 2014-- In an effort to promote healthy, active lifestyles, Coca-Cola is partnering with Upstate Parent magazine and CVS in an 8-week program in which South Carolina residents are challenged to get out and get active!



(Graphic: Business Wire)

To participate and be eligible to win prizes, residents need to sign up at [fitfamilychallengesc.com](http://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 Upstate Parent website [www.upstateparent.com](http://www.upstateparent.com).

"Upstate Parent knows that a critical component to happy, healthy kids is daily exercise and proper nutrition," said Keith Johnson, sales manager of Upstate Parent. "And that's why we're so excited to participate in the Fit Family Challenge because it brings this important message to families throughout South Carolina in a fun and engaging way."

"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.

"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 Upstate 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.

"The Children's Museum of the Upstate is excited to host today's Fit Family Challenge Press Conference as well as be a Prize Sponsor, said Nancy Halverson, President & CEO of The Children's Museum of the Upstate. "Partnering with Coca-Cola and Upstate Parent to help families promote healthy habits is a perfect fit for us. We were the first children's Museum to use CATCH curriculum ( Coordinated Approach To Child Health) and feature monthly activities like hands-on cooking classes and games to make staying fit fun all year long. These programs help families learn easy ways to include playful fitness into their everyday lives."

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 Upstate Parent and Coca-Cola ##**



Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140515005040/en/>

Source: Coca-Cola Bottling Co. Consolidated

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