

## Charlotte Celebrates Successful Fit Family Challenge

June 24, 2014

-- More than 840,000 minutes of activity recorded

-- Participation level up 62% from 2013

-- Grand Prize Trip and other prizes awarded

CHARLOTTE, N.C.--(BUSINESS WIRE)--Jun. 24, 2014-- More than 4,800 Charlotte area residents recently participated in the Charlotte Parent Fit Family Challenge! This program, presented by Coca-Cola was an eight week initiative designed to promote healthy, active lifestyles. During the program, co-sponsored with CVS/pharmacy and Carolinas HealthCare System, more than 840,000 minutes of activity were recorded by the more than 1,300 participating families.

To participate and be eligible to win prizes, area residents signed up at [www.charlotteparent.com](http://www.charlotteparent.com) and earned points, based on participation, for a chance to win prizes including a trip for a family of four to Florida. To promote the Fit Family Challenge, held April 15 – June 9, Coca-Cola invested more than \$125,000 on the program's implementation.

Participating families were supported throughout the program via blogs, expert advice, wellness tips and information on free exercise classes through the Charlotte Parent website. Carolinas HealthCare System offered expert advice to participants who wanted to learn new habits. Additionally, participants were able to follow two spotlight families on their journey to a more healthy and active lifestyle.

"Charlotte Parent is proud to have been a part of the Fit Family Challenge for the past three years because of its positive message promoting healthy, active lifestyles for everyone, especially children," says Eve White, executive editor and publisher of Charlotte Parent.

"The Coca-Cola Company is committed to battling obesity with a balanced, comprehensive approach promoting nutrition and physical exercise," said Lauren Steele, Sr. VP, Corporate Affairs, Coca-Cola Bottling Company Consolidated. "With participation in this year's Fit Family Challenge up by more than 62%, it shows that our approach is working and our message is getting through. We're excited for the families that participated in the program and look forward to continuing our efforts to promote healthy lifestyles in the communities where we live and work."

"CVS/pharmacy's commitment to health and wellness is second to none so we are thrilled to have participated in the Fit Family Challenge and its effort to raise awareness about the importance of exercise, a well-balanced diet and getting enough rest," said David Purdy, Area Vice President, CVS/pharmacy.

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.

**##Charlotte Parent Fit Family Challenge##**



Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140624006102/en/>

Source: Coca-Cola Bottling Co. Consolidated

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