

# 10,000 South Carolinians Get a Move On During The Fit Family Challenge

July 22, 2014

- **Program exceeds expectations with more than 2.65 million minutes of exercise completed**
- **Partners include Lowcountry, Piedmont and Upstate Parent Magazines and CVS**
- **Over \$11,000 in prizes awarded as part of the program**

COLUMBIA, S.C.--(BUSINESS WIRE)--Jul. 22, 2014-- More than 10,000 South Carolinians deserve a huge pat on the back for making a commitment to a healthier, more active lifestyle by exercising more than 2.65 million minutes from May 15 – July 10<sup>th</sup>.

This impressive effort was all part of the Fit Family Challenge, a free 8-week program sponsored by Coca-Cola in partnership with Palmetto Parent, Lowcountry Parent, and Upstate Parent magazines, CVS, the Medical University of South Carolina and the South Carolina's Hospital Association, which challenged South Carolina residents to get out and get active!

To participate and be eligible to win prizes, residents signed up at [fitfamilychallengesc.com](http://fitfamilychallengesc.com). To help encourage participation and promote this worthy cause, Coca-Cola invested more than \$125,000 on the program's implementation.

Participants were also able to get support via blogs, expert advice, wellness tips and information on free exercise classes through the program's media partners, Palmetto Parent, Lowcountry Parent and Upstate Parent magazines.

"CVS/pharmacy has been committed to helping people on their path to better health since our company was founded. We applaud everyone who participated in the Fit Family Challenge and for embracing its message on the importance of exercise, a well-balanced diet and getting enough rest," said David Purdy, area vice president, CVS/pharmacy.

"At Coca-Cola, we're delighted with the success of the Fit Family Challenge in South Carolina. We see this comprehensive approach promoting nutrition and physical exercise as the most effective way to combat the obesity epidemic," said Alison Patient, sr. director, corporate affairs, Coca-Cola Bottling Company Consolidated.

"It was wonderful to be a part of a promotion that encourages parents to work together with their children to create a healthier lifestyle. I appreciate the support from the Midland's families, the community and my Spotlight families, Mayor Benjamin and Mayor MacDougall." said Lori Coon, COO and Publisher of Palmetto Parent Magazine.

"The SC Hospital Association was excited to be a partner in the Fit Family Challenge. Through this partnership, hospitals were able to showcase the health improvement resources they provide to their community. Hospitals are natural leaders in their community and work to positively impact population health on a daily basis," said Rozalynn Goodwin, vice president for community engagement for the South Carolina Hospital Association. "This challenge shed a light on the great collaborative work being done throughout SC to positively impact health behaviors. By encouraging their employees, employee spouses, and community members to get out, get active and live healthier lives, they led by example to show their support for healthier communities and a healthier South Carolina."

Susan L. Johnson, director of health promotion, Medical University of South Carolina commented, "The success of this campaign demonstrates the power of collaborative partnerships and the collective impact they can have when people come together. MUSC is proud to be a part of this successful program by sharing our resources with community and corporate partners who have the same desire to create a healthier state, one family at a time. We will continue to provide resources and support to lowcountry families who want to continue pursuing a healthy lifestyle through our website at [www.musc.edu/ffc](http://www.musc.edu/ffc)."

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, Lowcountry Parent and Upstate Parent Magazines and Coca-Cola#**



Source: Coca-Cola Bottling Co. Consolidated

Coca-Cola Bottling Co. Consolidated  
Alison Patient, 704-905-6684; [Alison.patient@ccbcc.com](mailto:Alison.patient@ccbcc.com)