

## Coca-Cola Joins Parent Magazine and CVS to Kick Off Statewide Fit Family Challenge

April 21, 2015

- **Fit Family Challenge program provides prizes and incentives to get families moving**
- **Governor Pat McCrory in support of program**
- **Partners include Carolina, Piedmont, and Charlotte Parent magazines and CVS**
- **Grand Prize is a family vacation to Universal in Orlando, Florida**

RALEIGH, N.C.--(BUSINESS WIRE)--Apr. 21, 2015-- Today Governor Pat McCrory joined Coca-Cola, CVS, Carolina, Piedmont, and Charlotte Parent magazines to kick off the Fit Family Challenge, a statewide healthy and active living initiative.

"I fully support the 2015 North Carolina Fit Family Challenge," Governor Pat McCrory said. "I encourage families within North Carolina to register for this fantastic program and get out and get moving."

The Fit Family Challenge is a free program that is open to all North Carolina families. In order to join the challenge and be eligible to win prizes, participants need to register at [www.myfitfamilychallenge.com](http://www.myfitfamilychallenge.com). From there, families start tracking their activity, eating habits and hydration levels. Families then earn points, based on participation, for a chance to win prizes during the challenge period, April 21-June 15. Challenge participants also receive additional wellness support via blogs, expert advice, tips and information on free exercise classes through the Parent magazines websites.

"Coca-Cola is committed to promoting healthy, active lifestyles and the Fit Family Challenge is one of the many ways we partner to bring wellness initiatives to North Carolinians," says Lauren Steele, Senior Vice President of Corporate Affairs, Coca-Cola Bottling Co. Consolidated. "We are very excited to kick off the first-ever statewide Fit Family Challenge in North Carolina."

"At Morris Media Network and specifically Carolina, Piedmont and Charlotte Parent magazines, 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 entire state with an encouraging message about the benefits of a healthy lifestyle," says Eve White, publisher and executive editor of Charlotte Parent.

"CVS/pharmacy is committed to helping people on their path to better health, so we are pleased to support the Fit Family Challenge again this year by raising awareness about the importance of exercise, a well-balanced diet and getting enough rest," said, David Purdy, Area Vice President, CVS/pharmacy.

To learn more about the program, visit [www.myfitfamilychallenge.com](http://www.myfitfamilychallenge.com).

Headquartered in Charlotte, N.C., Coca-Cola Consolidated is the nation's largest independent Coca-Cola bottler with franchise territories in 12 states.

Learn more about Coca-Cola Consolidated at [www.cokeconsolidated.com](http://www.cokeconsolidated.com), and be sure to follow us on [Facebook](#), [Twitter](#) and [Instagram](#)!

**##Fit Family Challenge##**



Source: Coca-Cola Bottling Co. Consolidated

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