

The Upstate Kicks Off 2015 Fit Family Challenge

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- **Program provides incentives for families to get out and get active**
- **Partners include Coca-Cola, Upstate Parent Magazine and CVS**
- **Participants can win prizes for healthier lifestyles**
- **Program challenges South Carolina residents to exercise 3 million minutes**

GREENVILLE, S.C.--(BUSINESS WIRE)--May 6, 2015-- For the second year consecutive year 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!

To participate and be eligible to win prizes, residents need to sign up at myfitfamilychallenge.com. Based on participation, families earn points for a chance to win prizes during the 8-week challenge period, May 5-June 29. 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.

"Upstate Parent knows that a critical component to happy, healthy kids is daily exercise and proper nutrition," said Emily Scurry, marketing brand manager of Upstate Parent. "And that's why we're so excited to participate again 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. "In 2014, more than 10,000 South Carolinians participated in the Fit Family Challenge logging more than 2.6 million minutes of activity. In 2015 we're challenging South Carolina residents of all ages to increase their commitment to a healthy active lifestyle by exercising more than 3 million minutes."

"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."

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.

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

Upstate Parent Fit Family Challenge brought to you by Coca-Cola



Source: Coca-Cola Bottling Co. Consolidated

Coca-Cola Consolidated
Alison Patient, 704-905-6684
Alison.Patient@cbcc.com