

Coca-Cola, Local Parenting Magazines and CVS Present Orlando Resort Vacation Package to Grand Prize Winners of 2016 Fit Family Challenge

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CHARLOTTE, N.C., Aug. 01, 2016 (GLOBE NEWSWIRE) -- Eleven dedicated families are headed to Universal Resort Orlando, Florida as grand prize winners in the Coca-Cola Fit Family Challenge.

Photos accompanying this announcement are available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/55e3ce5f-825f-4210-82f1-2ef1d1bfb5a4>

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Sponsored by Coca-Cola, local parenting magazines* and CVS, the Fit Family Challenge encouraged families throughout five Southeast states to engage in a healthy, active lifestyle together, and have an opportunity to win incredible prizes.

"Coca-Cola is committed to promoting balance and wellness throughout our community," said Alison Patient, Senior Director of Public Affairs for Coca-Cola Consolidated. "The Fit Family Challenge is a fun way for families to spend time together while creating healthy habits. We are very excited to have expanded the program this year to five Southeastern states. Congratulations to the winning families!"

More than 22,000 participated in the program to promote healthy, active lifestyles. Participating families logged 8.3 million minutes of activity during the eight week program. More than 354,000 healthy habits – such as hydration levels, food choices, exercise and stress management were recorded. Eleven grand prize trips to Orlando were awarded to the families earning the most minutes of activity.

Contest registration and wellness support via blogs, expert advice, information on free exercise classes and an ability to earn and track points for participation were provided at www.MyFitFamilyChallenge.com.

"The best thing about the Fit Family Challenge is that it brings families together for a common goal - healthy living. It teaches us all that getting fit can be fun," said Eve White, Fit Family Challenge founder and Director of Strategic Partnerships at Morris Media Network. "We are excited to be a part of this positive program in communities across the Southeast. We want to congratulate all the participants - and especially the grand prize winners."

States involved in the Coca-Cola Fit Family Challenge include: Kentucky, North Carolina, South Carolina, Tennessee and Virginia.

About Coca-Cola Bottling Co. Consolidated (CCBCC)

Coca-Cola Bottling Co. Consolidated provides moments of happiness for millions of people every day with a broad portfolio of beverages that fit every activity and lifestyle.

Coke Consolidated is the largest independent Coca-Cola bottler in the United States. We make, sell and distribute Coca-Cola products along with other unique beverages, carrying more than 250 brands across 15 states to over 38 million people. Our company is committed to serving others, pursuing excellence and growing profitably.



Headquartered in Charlotte, N.C., Coke Consolidated is traded on the NASDAQ under the symbol COKE. More information about the company is available at www.cokeconsolidated.com. Follow Coke Consolidated on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

***Local Parenting Magazine Partners**

The Fit Family Challenge parenting magazine partners include Carolina Parent, Charlotte Parent and Piedmont Parent of Morris Media Network, WNC Parent and Wilmington Parent in North Carolina; Upstate Parent, Palmetto Parent and Lowcountry Parent in South Carolina; Lexington Family and Today's Family in Kentucky; and Knoxville Parent and Nashville Parent in Tennessee. For more information about the parenting magazine partners in each state, read more at <http://www.myfitfamilychallenge.com/article.php?Parenting-Magazines-Partners-164>

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