



For Immediate Release

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Coca-Cola® and The Junior League of Charlotte Announce Second Annual Keeping Kids in Motion

Program to Feature Fun and Educational Exercise Activities for Children Ages 6-12

Charlotte, N.C., Feb. 8, 2010 - The Junior League of Charlotte, Inc. (JLC), announces the second-annual Keeping Kids in Motion program sponsored by Coca-Cola. The FREE event, held over four consecutive Saturdays including Feb. 20, Feb. 27, Mar. 6 and Mar. 13, promotes fun exercise activities for children 6 through 12. Keeping Kids in Motion will be held from 9:30 a.m. - 12:00 p.m. each Saturday at the Naomi Drenan Recreation Center, located at 750 Beal Street in Charlotte. Due to space limitation, on-site registration will be limited to the first 75 children.

“The success of our first Keeping Kids in Motion program proved to be rewarding not only for the JLC, but for all of our participants,” said Kara Culpepper, chair of Keeping Kids in Motion. “We are very thankful to all of our community sponsors and volunteers and we are very excited about this year’s event.”

Launched in the spring of 2009, Keeping Kids in Motion teaches children how to move and keep moving through solo and group exercise activities including various dances, tug of war, golf, hiking, yoga, obstacle courses and scavenger hunts, just to name a few. The program also includes educational tips on nutritional elements such as portion control, hydration, trans-fats and power fats. At the completion of the inaugural event, more than 150 children who participated in the program moved a total of 831,876 steps.

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This year, each Saturday of Keeping Kids in Motion will feature different themes including: unique motion (yoga, dance funk, martial arts, and tumbling); team sports (kickball, basketball, crab soccer and flag football); open play (parachute game, Pac-man game, relay races); and athletic training day (stretching, athletic conditioning and setting goals). Keeping Kids in Motion will also offer a special program for parents, including free cooking demonstrations, injury prevention information as well as fitness tips. For more information on Keeping Kids in Motion and times of the events, please visit www.jlcharlotte.org or cokecharlotte.com.

In addition to Keeping Kids in Motion, the Junior League of Charlotte will be hosting its annual Kids in Motion event which is a community festival that showcases cars, trucks and things that GO! Children of all ages have the opportunity to explore, get involved and be entertained while parents gain valuable tips on improving the mental, dental and physical well-being of their children and families. This event will be take place rain or shine on Sunday, Apr. 18 from 12:00 p.m. - 5:00 p.m. at Symphony Park in Charlotte.

About Coca-Cola Bottling Company Consolidated

Coca-Cola Bottling Co. Consolidated is the second largest Coca-Cola bottler in the United States. We are a leader in the manufacturing, marketing and distribution of soft drinks. With Corporate offices in Charlotte, N.C., we have operations in ten southeastern states. The Company has one of the highest per capita soft drink consumption rates in the world and manages bottling territories with a consumer base of approximately 19 million people. The company is publicly traded on the NASDAQ market under the symbol COKE.

About the Junior League of Charlotte

The Junior League of Charlotte, Inc. (JLC) is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community. Through its actions and leadership of trained volunteers, the JLC is a leading force in improving the lives of children and its families in this community. The JLC annually contributes over \$50,000 to community projects and over 25,000 volunteer hours. Projects that are supported by the JLC include: Junior League of Charlotte Family Resource Center at Levine Children's Hospital,

Kids in Motion, Kids HealthLink, Partnership for Children's Dental Health, Big Shot Saturdays, JLC Puppets and more. For additional information on the Junior League of Charlotte, call 704-375-5993 or visit the website www.jlcharlotte.org.

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