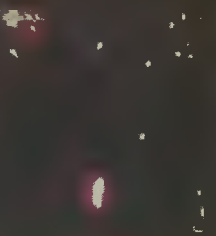
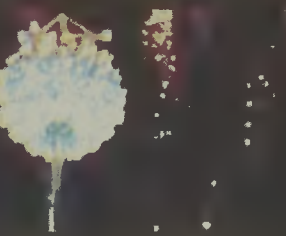


The Charlotte Post

HAPPY NEW YEAR



## Meeting your monster may be best New Year's resolution



PHOTO/ARA CONTENT

ARTICLE RESOURCE ASSOCIATION

Every holiday starts with the best intentions. But even though St. Valentine's Day may accidentally see a few broken hearts, and Thanksgiving may spawn more than a few cases of indigestion, nothing goes wrong faster than a New Year's resolution. In fact, studies show the vast majority of Americans give up on their resolutions to lose weight, stop smoking, meet more people or even make better use of their time, the very same week they make them.

According to author Peter Kray, the reason most resolutions fail is because people don't really know what they want to accomplish when they make them.

"We all want answers on how we can improve our lives, but we have to start by asking the right questions," says Kray. He should know. His breakthrough book, "The Monster," is changing the way everyone from kids to corporations, doctors to dieters and individuals to institutions are asking questions about their health, their

relationships, and especially, the world around them.

Set in the fictional town of Perfectville, on the surface the book is a fast-paced magical adventure about three kids and "The Monster" that is chasing them. That simple premise easily leads readers into a more complex world. However, as through the mouths of these three "babes," and a reporter who has come to Perfectville to write a story about "The Monster," the book reveals some very simple truths about how this country talks to itself when it comes to good health, good living and good medicine.

"It is, unfortunately, a concise depiction of how most people view their lives and their relationship with medicine," says Dr. William Trolan, a former California primary care doctor who left his practice to work as an emergency room and urgent

care physician. "If the book can help get the message across to people to take more personal responsibility for their own health, I'm all for everyone reading it."

The book certainly reflects a healthcare situation seemingly out of control in America. With obesity rates among adolescents doubling in the last 10 years, prescription drug use skyrocketing, and the awareness of integrated healthcare practices such as acupuncture, massage and the power of prayer now garnering regular coverage from mainstream media, the timely arrival of "The Monster" provides the cornerstone for anyone's New Year's resolution.

It may prove to be one of the most important tools for righting this nation's healthcare problems in the years to come, because unlike the hundreds of other "quick fix" books released each year,

this one isn't selling a fitness or diet plan. Instead, this book gives the power of good health back to the individual through a series of simple truths and well thought out questions.

"It's not about healthcare, it's about self care," says Dr. Zung Vu Tran, a clinical professor at the Department of Preventative Medicine and Biometrics at the University of Colorado Health Sciences Center in Denver. Illustrating the way the book can encourage anyone to become a participant in their own health plan, Dr. Tran, who estimates that only 50 percent of the patients in the United States who receive prescriptions actually finish taking them, foresees a day when doctors actually give copies of the book to their patients, and corporations hand out "The Monster" with their health plans.

### Season's Greetings to the



### 2003 Coca-Cola

### Students of the Month, Teams & Athletes

### Your Commitment and Dedication Goes Unmatched



Amanda Ladd  
Jan. 2003 Student



Montesia Deas  
Feb. 2003 Student



Robert Graham  
Mar. 2003 Student



Kristina Norman  
April 2003 Student



Armani Watson  
May 2003 Student



Tia Bazzelle  
June 2003 Student



Brittany Carroll  
July 2003 Athlete



Brittnee Smith  
Aug. 2003 Student



- Rowan Express -  
August 2003 Team of The Month



Kameron Melton  
Sept. 2003 Student



Makeda Nantambu  
Oct. 2003 Student



Horlisha McKinney  
Oct. 2003 Athlete



Ian Montgomery  
Nov. 2003 Student

On behalf of Coca-Cola Bottling Co. Consolidated, Don Coleman - Director of Marketing, and Terry Peterson - Central Division Target Marketing Manager, we would like to thank you for your continued support of the Coca-Cola Community Connection program and for helping us make 2003 a success! Because of you, Coca-Cola Products continues to be the Holiday Favorites.

### "Keeping It Real

"The Best of The Best" With Friends And Family  
COCA-COLA

### "Here's How You Can Be Connected"

Submit, in writing, on your organizations' letterhead, the title of your event, location contact and phone number to: Coca Cola Community Connection, 5001 Chesapeake Dr., Charlotte, NC 28216, Attn: Terry Peterson • 704-393-4365 • FAX: 704-393-4265

### Happy New Year to the



### 2003 Coca-Cola

### Teachers & Citizens of the Month

### Your Commitment and Dedication Goes Unmatched



Karen Freeman  
Jan. 2003 Teacher



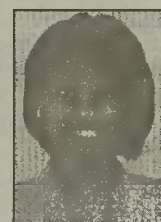
Evonne Peterson  
Feb. 2003 Teacher



Carla Jackson  
Mar. 2003 Teacher



Glenda Harris  
April 2003 Teacher



Terra Kennedy  
May 2003 Teacher



Mike Jones  
Sept. 2003 Teacher

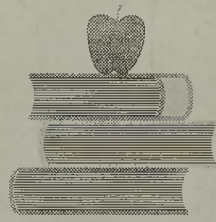
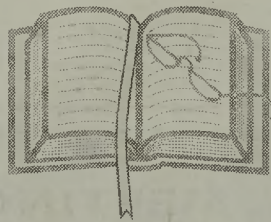


Natisha Wilkins  
Oct. 2003 Teacher

### Teachers Are Truly Special!

These are but a few that give so much of themselves to make sure that our children are successful.

And yes, they deserve more than an apple!



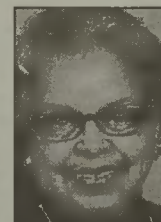
### Our Featured "Citizens"...

open their hearts, recognize the needs of others, give of their time and talents, but most importantly, they are doing what's asked of all of us...

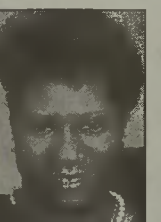
Follow "The Golden Rule."

"In everything do to others as you would have them do to you; for this is the law and the prophets."

- Matthew 7: 12



Mattie Grigsby  
June 2003 Citizen



Sarah Simons  
July 2003 Citizen

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