

THE FRISCO ENTERPRISE

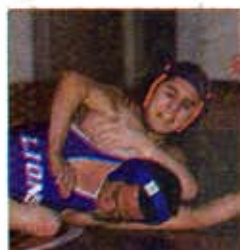
Star

Sports

Holding the fort down

Local wrestlers fend off district foes at championships

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VOLUME 50, NO. 25

In the Community. With the Community. For the Community.



FRIDAY, FEBRUARY 8, 2008

Frisco resident appointed to fitness council

Texas Gov. Rick Perry has appointed long-time friend and Frisco resident Craig Keeland to the Governor's Advisory Council on Physical Fitness.

Keeland is a fifth generation Texan who has a long history with businesses that promote health and wellness.

He also is a Plano businessman. He is president and founder of CK Holdings, ViaViente Global, Trinity Nutraceuticals and the Andes Children's Foundation. He has distributorships in The Colony, Celina, and Little Elm.

Keeland has a passion for physical fitness for himself and his business interests demonstrated by the products created and distributed by his companies globally.

"Inspiring more people to begin or increase exercising and inspiring more people to eat healthier and in moderation," is a goal of Keeland's now that he is on the council.

ViaViente Global formulates and distributes the ViaViente whole-food product in 18 countries and territories. ViaViente is ordered over the Internet and delivered directly to the consumer.

"Rick Perry called me on Christmas Day to send holiday wishes, compliment me on Via and say how much he enjoys the product," Keeland said. "I am deeply honored to be chosen for the Governor's Advisory Council. Fitness and health

have been my passion for as long as I can remember. My goal is to spread the word about health and wellness to everyone I meet. I am thrilled to be able to serve on the Advisory Council."

Keeland's friendship with three special people has inspired him to live a healthy

"Harold Simmons, Boone Pickens and Rick Perry reinforced my belief that eating in moderation and making healthy food choices combined with a commitment to exercise allows you to live younger longer," he said. "These are very successful men who seem much younger than their chronological years, and I believe that is true because of their healthy lifestyle choices."

Because physical activity and proper nutrition are at the core of maintaining good health and preventing disease, Perry established the Governor's Advisory Council on Physical Fitness. This 15-member council is charged with promoting physical activity and good nutrition to Texans, advising the Governor on matters relating to health and nutrition education, physical fitness and sports, and encouraging local community efforts to increase opportunities for physical activity.

Perry is a long-time ViaViente consumer who is dedicated to a lifestyle of healthy eating in moderation and exercise. Perry said that Keeland's personal and professional



Texas Gov. Rick Perry appointed Plano businessman Craig Keeland to the Advisory Council on Physical Fitness.

expertise in health and nutrition will undoubtedly be an asset to the Governor's Advisory Council on Physical Fitness.

Keeland is a member of St. Andrew United Methodist Church of Plano where he serves on the finance committee and Lakewood Church of Houston.

He received a bachelor's degree from Southern Methodist University and a master's degree from the Wharton Graduate School of Finance.

BY RICK MANN
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