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

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Sports

Plano among best for soccer

Also, online: Results from Saturday's District 17-5A Wrestling Meet.

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Keeland appointed to council on fitness

Texas Gov. Rick Perry has appointed long-time friend and Plano businessman 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.

Craig Keeland is a Frisco resident and Plano businessman. He is president and founder of CK Holdings, ViaViente Global, Trinity Nutriceuticals and the Andes Children's Foundation.

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

Keeland received a bachelor's degree from Southern Methodist University and a master's degree from the Wharton Graduate School of Finance. He has a Web site at craigkeeland.com.

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 Keelands 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.

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

"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.

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

"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."

RICK MANN
STAFF WRITER

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