

# **KEISER** **UNIVERSITY**

## **News Release-For Immediate Release**

Contact: Kelli Lane / 954-235-0331 / [kellil@keiseruniversity.edu](mailto:kellil@keiseruniversity.edu)

### **KEISER UNIVERSITY PROUDLY PARTICIPATES IN TOUGH MUDDER *Proceeds to benefit the Wounded Warrior Project***

Ft. Lauderdale, FL—Nov. 1, 2013—In a great show of overall school spirit and campus solidarity, over 100 Keiser University students, faculty, and staff, representing campuses across Florida, are participating in the annual Tough Mudder competition being held Nov. 3, at the Westgate River Ranch (3200 River Ranch Blvd.) in Polk County.

Keiser's involvement in this event is the vision of Executive Vice Chancellor and Chief Operating Officer, Peter Crocitto. Always with an eye for responsible community service among students and staff, and generating camaraderie and unity among Keiser University's campuses--which reach as far north and west as Tallahassee and as far south and east as Miami, Crocitto felt that the Tough Mudder competition benefiting the Wounded Warrior Project (WWP) was the perfect opportunity. Representing the University's first ever entry into the event, students and staff from nine of the Sports Medicine degree programs at Keiser's 17 campuses are competing.

"The teams have come up with creative and innovative ways to train and prepare for this grueling competition," said Crocitto. "There is a deep sense of friendly rivalry which has kept their motivation level high and developed an overall sense of school pride given that the end goal benefits America's heroes within the Wounded Warrior Project. Because of the extreme rigor of this event, the team members have bonded, vowing to finish as a team while also building their own self-efficacy in meeting their personal endurance goals," he added.

Proceeds from Tough Mudder benefit the WWP, which inspired many team members since nearly 20 percent of Keiser University's students are active duty service members, veterans, or military family members. This is the first year that Keiser University campuses across Florida are participating in the event and in an effort to support the health and wellness of the team members, and most importantly, the beneficiaries of the WWP, the University has sponsored the entry fees for all of its competitors.

Keiser University offers nearly 90 associate through doctoral degrees with a vast majority in the health care and sport management fields including nursing, dietetics and nutrition, exercise science, golf management, physician's assistant, and sports medicine and fitness technology, among many other career fields.

The Tough Mudder Teams for Keiser University are: College of Golf & Sport Management, "Keiser Krushers"; Lakeland, "TerMUDators"; Port St. Lucie, "Mudder Pizzles"; Orlando, "Mudder Hubbards"; Miami, "KU Miami: We are the Champions"; Sarasota, "IntiMUDating Savages"; Ft. Lauderdale, "Mud, Sweat and Tears"; Ft. Myers, "FTM Mudskippers"; and Daytona Beach, "Mud Up or Shut Up."

#### **About Wounded Warrior Project®**

The mission of Wounded Warrior Project® (WWP) is to honor and empower Wounded Warriors. WWP's purpose is to raise awareness and to enlist the public's aid for the needs of injured service members, to help injured servicemen and women aid and assist each other,

# **KEISER** **UNIVERSITY**

and to provide unique, direct programs and services to meet their needs. WWP is a national, nonpartisan organization headquartered in Jacksonville, Florida. To get involved and learn more, visit [woundedwarriorproject.org](http://woundedwarriorproject.org).

## **About Tough Mudder®**

Tough Mudder® LLC was founded in 2010 by Will Dean and Guy Livingstone. Considered “Probably the Toughest Event on the Planet,” each Tough Mudder® endurance challenge tests -4-participants’ toughness, fitness, strength, stamina, mental grit and teamwork. In 2012, Tough Mudder® hosted 35 events, including international events in the U.K., Canada and Australia. Tough Mudder® has 53 events scheduled for 2013, including continued international expansion into Germany. For the schedule of event dates and locations, visit [www.ToughMudder.com](http://www.ToughMudder.com).

## **About Keiser University**

Keiser University is a private, not-for-profit university serving nearly 20,000 students pursuing doctoral through associate degrees on 17 campuses, online and internationally, employing 3,500 staff and faculty.

Keiser University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award certificates and degrees at the associate, baccalaureate, masters, and doctoral levels. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Keiser University.

-###-