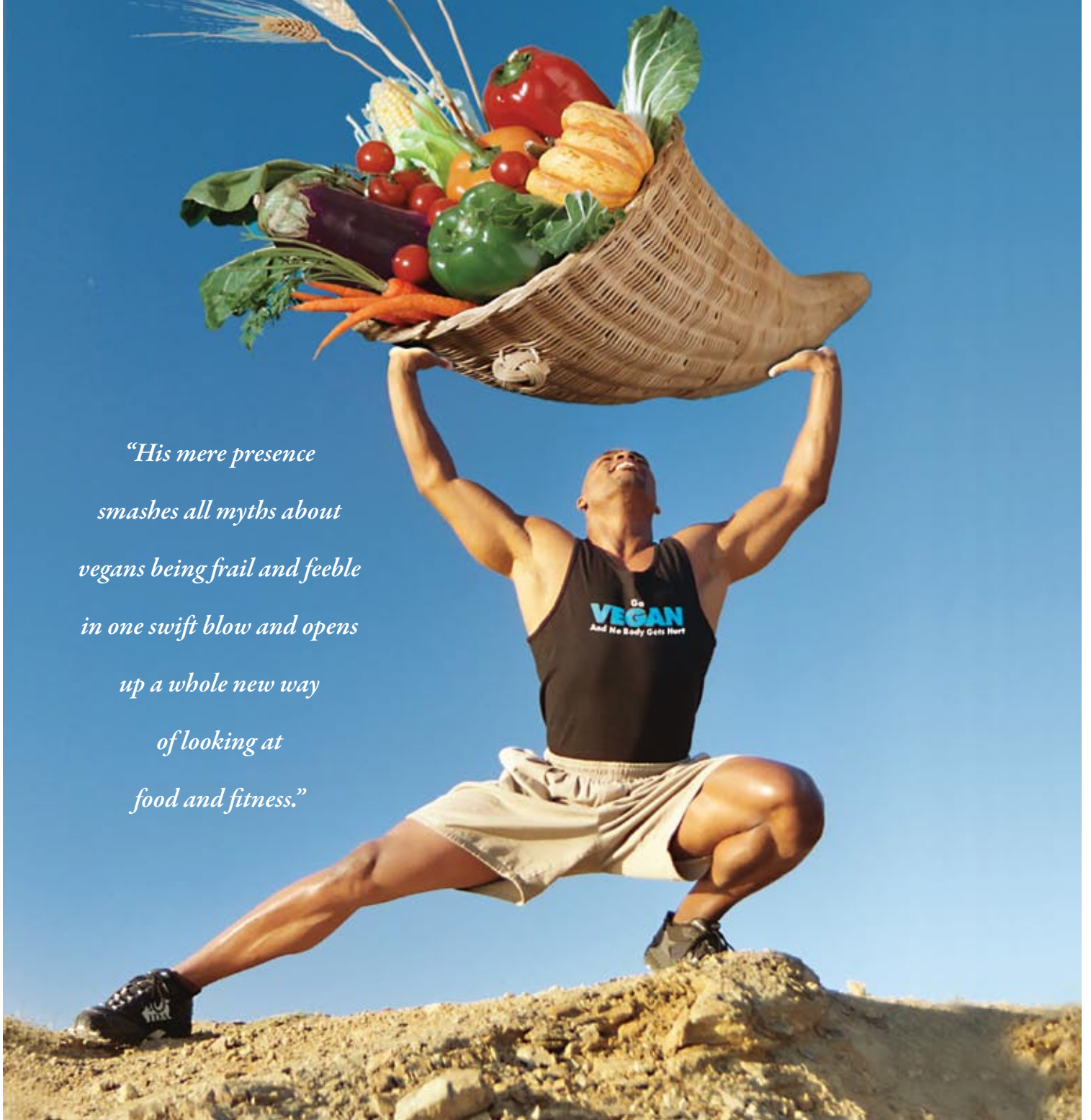


Kenneth G. Williams

*“His mere presence
smashes all myths about
vegans being frail and feeble
in one swift blow and opens
up a whole new way
of looking at
food and fitness.”*





A Personal Credo

I realize that no wealth or possessions can long endure, unless built upon truth and justice. Therefore, I will engage in no transaction that does not benefit all whom it affects. I will succeed by attracting myself the forces I wish to use and the cooperation of other people. I will induce others to serve me because of my willingness to serve others. I will eliminate hatred, envy, jealousy, selfishness, and cynicism by developing love for all humanity. I know that a negative attitude towards others can never bring me success. I will cause others to believe in me because I will believe in them and in myself. I will sign my name to this formula, commit it to memory, and repeat it aloud once a day with full faith that it will gradually influence my thoughts and actions so that I will become a self-reliant and successful person.



Star Power: Spotlight on Kenneth Williams

As the world's first competitive vegan bodybuilder, Kenneth G. Williams stands out as a trailblazer who represents a new breed of athletes that pursue excellence through an all-natural combination of healthy eating and compassionate concern for animals and the planet.

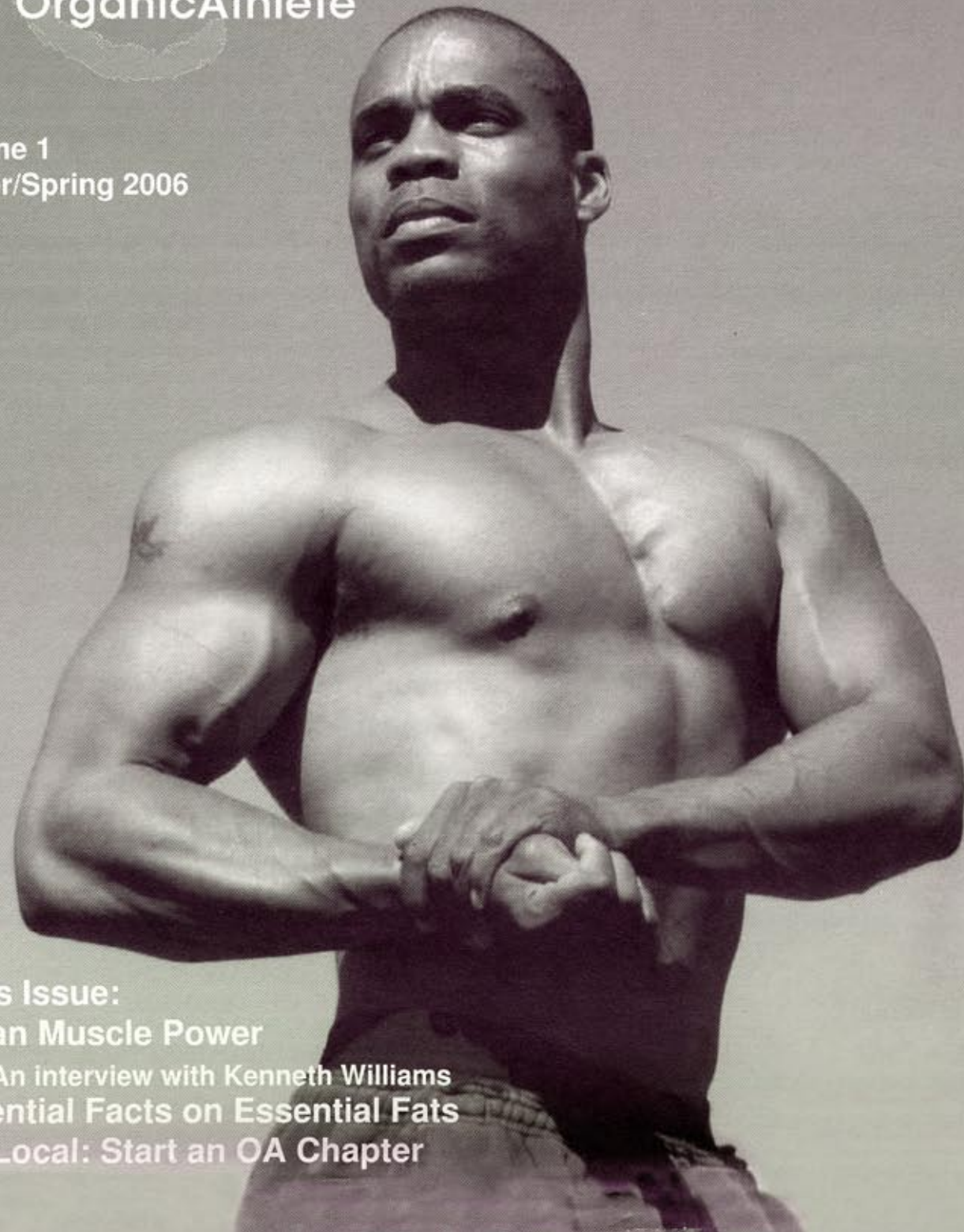
His uniquely inspiring story of unstoppable will, unflagging determination to succeed on his own terms, and record-breaking achievements in the sports arena put him in a class by himself. Add to this formula an easy-going charisma, exceptional good looks, and a passion for pursuing his dreams, and it becomes clear that there is, truly, no one else like Kenneth Williams.

Kenneth's very persona breaks boundaries by defying stereotypes of both vegans and bodybuilders, making him a persuasive champion for a new symbolic ideal that aligns the cutting-edge style of a holistic "conscious athlete" with the proven ability of an accomplished communicator. Whether he's priming his muscles on the stage before a panel of judges, or expertly working the audience at a gathering of enthusiastic animal advocates, Kenneth gives his all to everything he puts his mind to. No matter where he goes or what he does, Kenneth is an inspirational force for positive change and unity of purpose.

The biannual publication dedicated to promoting health, plant-based nutrition, and environmental stewardship through sports

The OrganicAthlete

Volume 1
Winter/Spring 2006



In this Issue:

*Vegan Muscle Power

An interview with Kenneth Williams

*Essential Facts on Essential Fats

*Get Local: Start an OA Chapter



Above: Kenneth destroys the myth that people need to eat meat, dairy and eggs to build muscle at the Sacramento Bodybuilding Championships in 2004.

Left: Kenneth graces the premier issue of Organic Athlete Magazine

Myth in the Making: Then and Now

A former college football player at Cal State Fullerton, Kenneth was raised in the belief that he had to eat loads of meat and other animal products to be a sports superstar, but that all changed one day in 2003 when he awoke in the middle of the night for a power meal, a typical ritual for an aspiring professional bodybuilder.

As he stared at the chicken breasts he'd laid out on his plate, Kenneth had a spiritual epiphany that would change his life forever. "I started thinking of all the death and destruction taking place on the planet," he remembers, "and it suddenly hit me like a punch in the gut: I was about to eat food that was derived from the flesh of animals who had suffered and died, and that was contributing to world hunger and the destruction of ecosystems. At that moment, I became an instant vegan, and I haven't looked back since!"



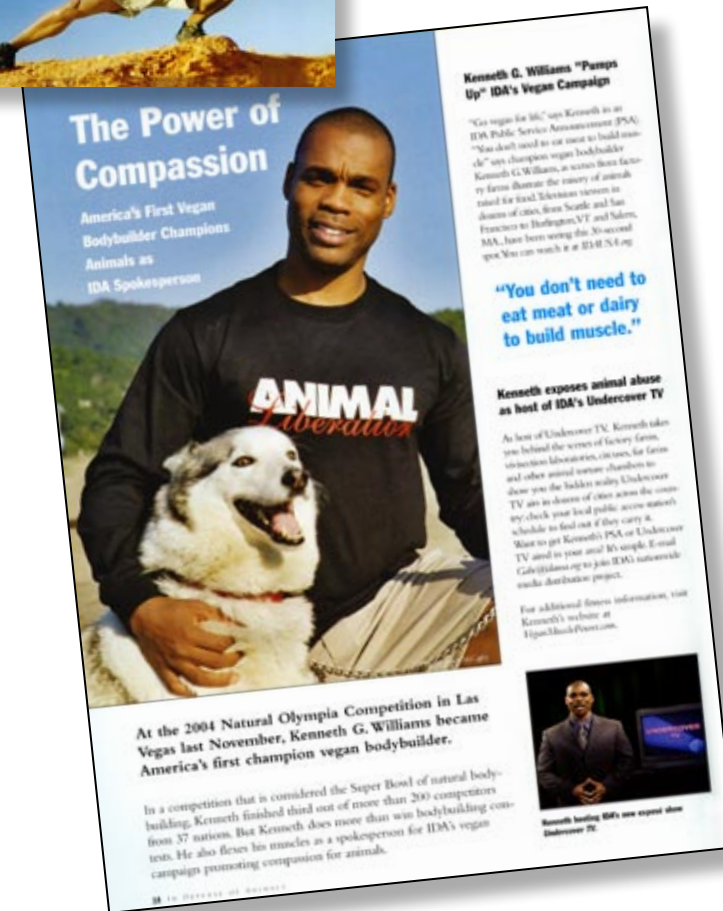
Career Highlights Bodybuilding:

- Traveled the globe as a member of Team USA
- Placed second in his weight class at the "Silver and Black Muscle Classic" sponsored by the NFL's Oakland Raiders
- Won the 2003 World Natural Bodybuilding Championships
- Took third place in his division at the 2004 Natural Olympia
- Secured an exclusive endorsement deal with vegan supplement company Health Force Nutritionals
- Co-producer of bodybuilding Web site: www.veganmusclepower.com

KENNETH WILLIAMS
AMERICAS FIRST VEGAN BODY BUILDER

GO VEGAN AND NO BODY GETS HURT

Photo: James McCaffry



Left: Kenneth becomes the poster model and coordinator for the first World GO VEGAN Days, an international campaign started In Defense of Animals (IDA) to promote the health, ethical and environmental benefits of a meatless lifestyle. This popular poster continues to be a best-selling promotional product, with thousands of copies distributed around the globe.

Above: Kenneth makes his debut as the spokesperson for IDA's Vegan Campaign, gracing the cover of the Spring 2005 issue of the organization's quarterly magazine.

Far right: Kenneth with IDA president Dr. Elliot Katz and wife Evelyn at the annual Guardian Awards ceremony, where he was among several distinguished presenters.

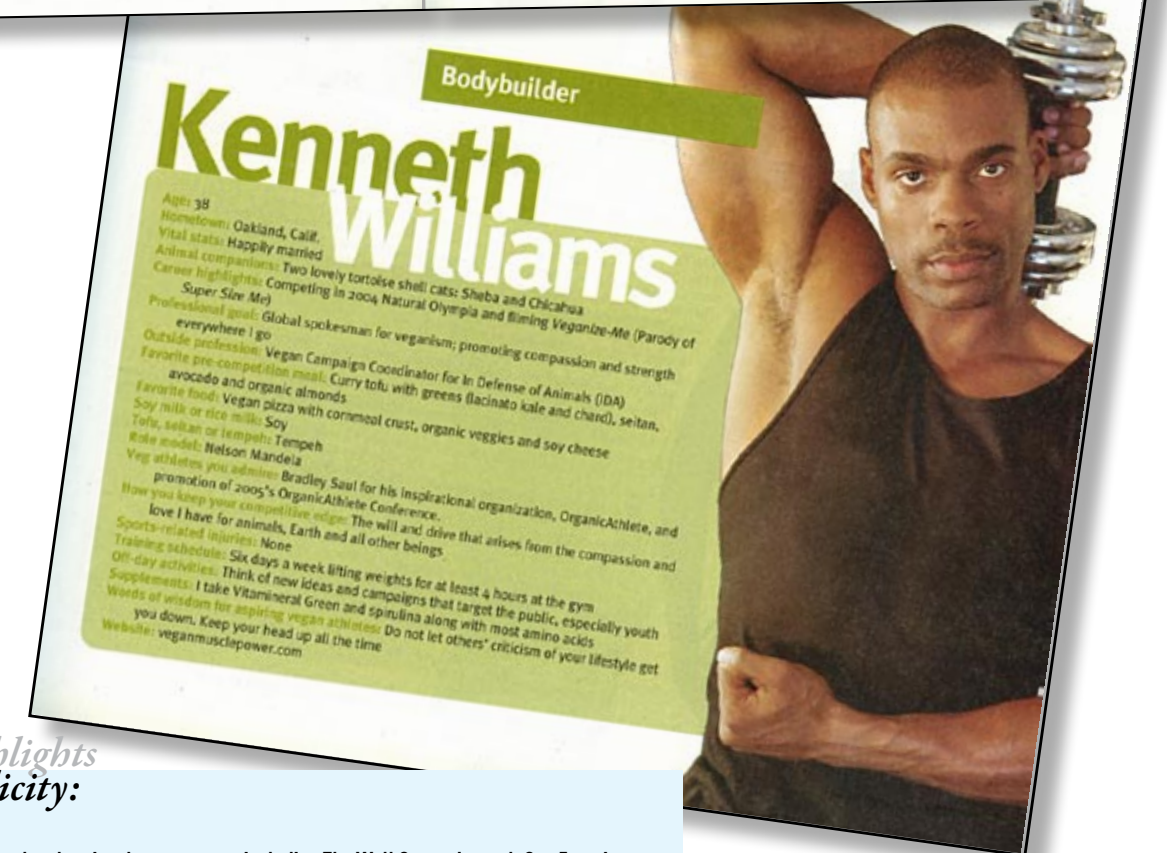
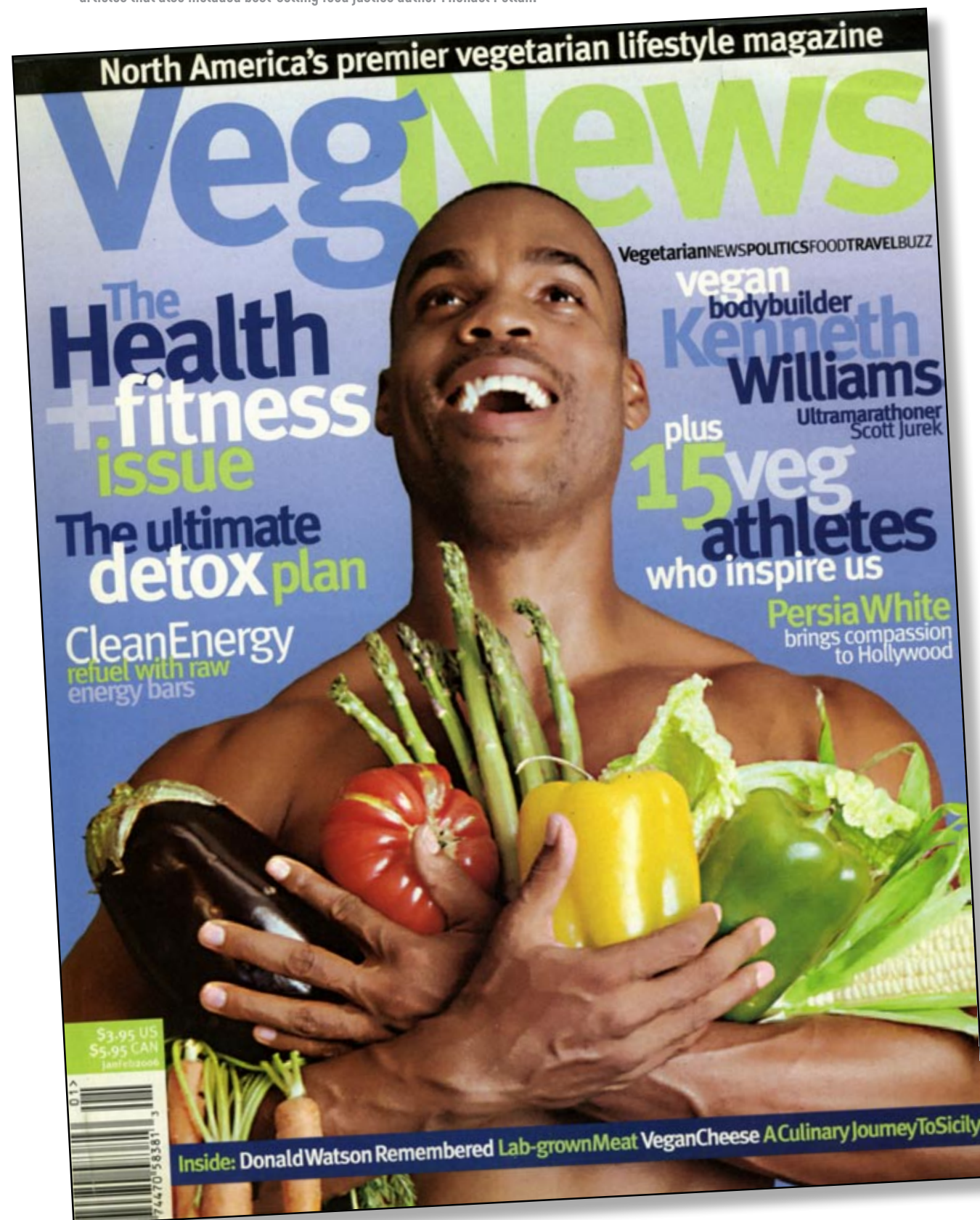
Kenneth was then a physical trainer at Gold's Gym, and when he told his fellow weightlifters about his decision to go meatless, he was met with friendly derision and disbelief.

No one could be a successful bodybuilder eating only plants, they said, and Kenneth had no argument to counter their claims, as he was heading into uncharted territory and there were no roadmaps to guide him on his journey. However, just weeks later, by fate Kenneth met his future wife Evelyn, a student of nutritional science, and the two soul mates set out to prove the naysayers wrong.

Just months later, Dr. Elliot Katz, founder and president of the pioneering animal rights organization In Defense of Animals (IDA), decided to track down rumors of a vegan bodybuilder in the Bay Area, and after diligent searching finally found Kenneth pumping iron with his buff beefcake buddies. The partnership between the veteran animal advocate and the bodybuilder who refused to eat meat quickly blossomed, and Katz invited Kenneth to make a name for himself in the movement as the organization's Vegan Campaign Coordinator and Spokesperson. In this position, Kenneth started down his path of bringing a message of hope and peace to the world.



Kenneth has been profiled in numerous prominent international publications. *VegNews*, the preeminent vegetarian lifestyle magazine in North America, put his photo on the cover of the January 2006 issue, and named him one of the world's top 15 professional vegan athletes who are redefining health and fitness. Most recently, prestigious alternative media magazine *Mother Jones* published a two-page feature about Kenneth that was part of a series of centerpiece articles that also included best-selling food justice author Michael Pollan.



Career Highlights Media Publicity:

- Profiled in major national and regional newspapers, including The Wall Street Journal, San Francisco Business Times, and The Marin Independent Journal
- Featured in international magazines, such as Mother Jones, Satya, VegNews, Organic Athlete, Healthy NYC, and the Spanish-language publication Vegetarianos
- Radio interviews with Vegan Radio, Animal Voices and Go Vegan Radio

For Your Health. For the Earth.
For the Animals.

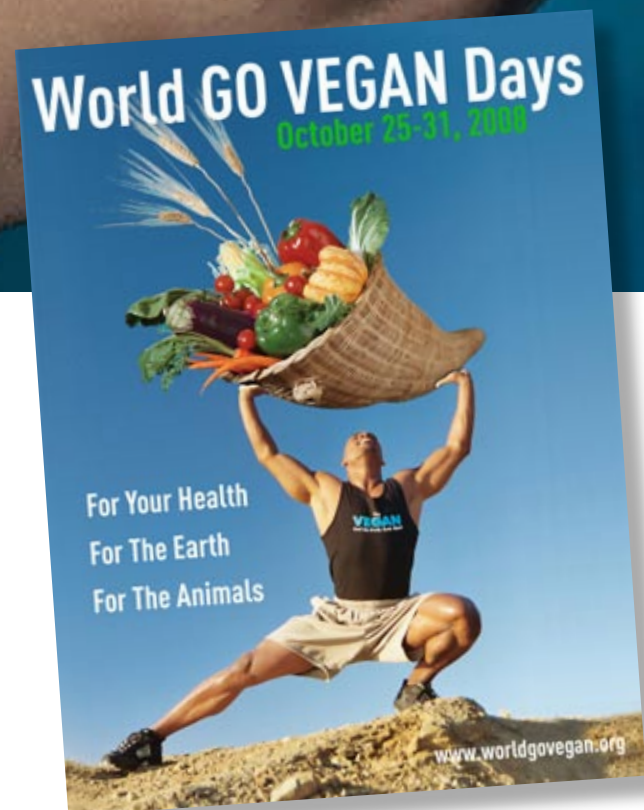
GO VEGAN AND NO BODY GETS HURT

FARM
www.farmusa.org

Go
VEGAN
And No Body Gets Hurt



www.idausa.org



Recent promotions for World GO VEGAN Days included billboards in major cities such as New York, Los Angeles, San Francisco, and Chicago, as well as an international mailing of glossy postcards.





AUGUST 2006

Myth: Vegans are Wimps

Pumped Up!

The Satya Interview with Kenneth G. Williams

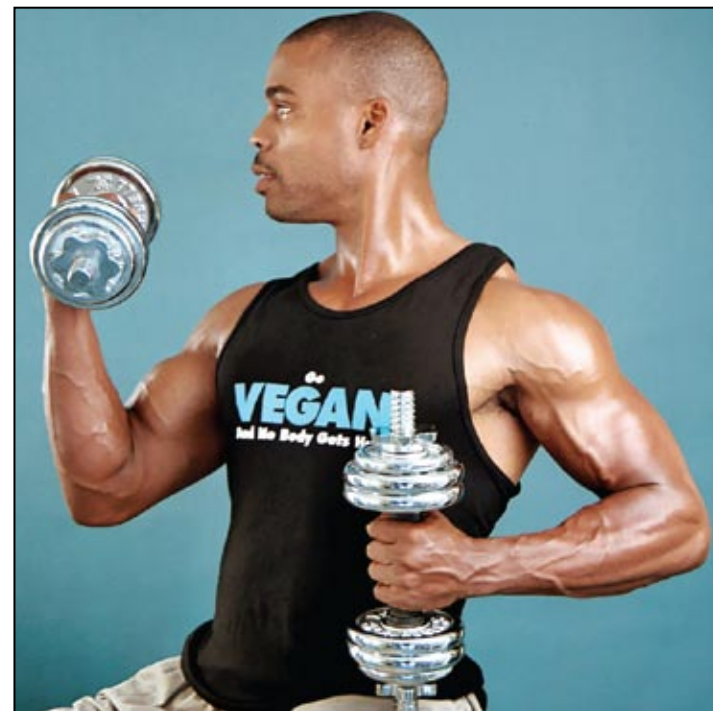
All right you non-believers, renowned vegan bodybuilder Kenneth G. Williams is stunning proof that vegans not only get enough protein, but that it is possible to build muscle on a vegan diet. Although initially ridiculed by his gym buddies, after placing third in the most prestigious natural bodybuilding award at the November 2004 Las Vegas Natural Olympia, Kenneth most certainly got the last laugh.

In addition to bodybuilding, Kenneth is deemed Mr. In Defense of Animals (IDA) and acts as their Vegan Campaigner. When not posing for IDA's eye-catching "Go Vegan and No Body Gets Hurt" ads, Kenneth campaigns for IDA's national Go Vegan Days, works with CHOICE (Citizens for Healthy Options in Children's Education) and hosts Undercover TV, a show exposing the truth of animal abuse. On top of his full schedule, Kenneth is in training for the 2006 Natural Olympia.

Before his workout, Kenneth G. Williams took some time to speak with Maureen C. Wyse about commitment to animals and his sweet tooth.

First off, when and why did you go veg?

I went vegan about six years ago. It was more of a spiritual calling for me. I got up early one morning to get some chicken, rice and salad. I looked at my chicken and something



Kenneth G. Williams

Photo: James McCaffry | courtesy In Defense of Animals

hit me—I saw death. So, I scraped it off my plate, ate my rice and salad and went back to bed. Later, I woke up crying and I didn't know why. And then it hit me—it was humility. And with the humility, responsibility kicked in. Now I see that my road is to let people know it is okay to be strong, compassionate and vegan.

How did that affect your bodybuilding?

When I decided to be a vegan bodybuilder my workout friends kind of laughed at me saying, "You can't do

that diet!" I told my wife, a holistic health teacher, the guys said I couldn't build muscle on a vegan diet, and we got busy on some vegan foods. I just feel better in general. My recovery time got quicker. I sleep less. I'm more alert. And knowing that I don't have to kill anything to eat is like going through different levels to get to the ultimate plane.

You recently generated a lot of attention after winning third place in the 2004 Natural Olympia, with over 200 other competitors, that a vegan



veg-o-might

DO YOU NEED TO EAT MEAT TO GET RIPPED?

BY JON MOOALLEM

THE NATURAL OLYMPIA is one of the pharmaceutical-free-bodybuilding circuit's premier contests, and even without steroids, its competitors look less like men than ideas of men as imagined by comic book artists—with rough-hewn backs and abdomens like stamped iron panels. As the annual event gets under way in a ballroom at an airport hotel outside San Francisco, gaggles of these impossibly beefy men strip down to Speedos and skimpy "posing trunks" backstage. They lather themselves with Dream Tan, their skin colors gradually homogenizing into a slim range of black and bronze. They line up in front of mirrors and rehearse their poses. From time to time, someone takes a pull of beef jerky.

Kenneth Williams sat in the audience, waiting for his turn to prep. The 41-year-old is irrepressibly handsome, with a mayoral smile, shaved head, and tiny triangular tattoo under his left eye. At 6 feet, 190 pounds, he's "still in the baby stage"; he hopes to gain another 25 pounds. After a four-year hiatus from bodybuilding, he's spent the last seven months resculpting his musculature—all on a diet of fruits, vegetables, seeds, nuts, legumes, and lots of soy protein.

In a feat that he claims "shocked the world," Williams placed third in the novice division of the Natural Olympia in 2004, becoming a major figure in the exceedingly minor subculture of vegan bodybuilding. So far, just a few vegans have infiltrated the elite levels of professional sports, such as Kansas City Chiefs right end Tony Gonzalez, the former Atlanta Hawks guard Salim Stoud

amir, and Ultimate Fighting Championship bruiser Mac Danzig. Williams is on a mission to inflate his body into a bulging rejoinder to the myth that you can't build muscle on a plant-based diet. "If you think of a vegan," he says, "you think of someone who is skinny and frail, who has issues. A free hugger. Smells funny. I'm putting the breath of life back into people. I'm out to save lives."

Williams is also out for fame—huge, ridiculous fame, and all the money and influence that come with athletic stardom. "The legend of Kenneth Williams" is not a phrase he is uncomfortable using. It's only a matter of time, Williams believes, before big companies realize what a "conscious athlete" can do for their brand. "This is what I want: \$10 million with \$2 million cash in hand," Williams told me a few days before the Natural Olympia. "Imagine 'Nike Natural.' When Nike gives me a deal, I'll outsell Michael Jordan." Then he pitched me his ideas for hybrid car commercials.

When the "Open Men Tall" class is announced, Williams and 11 other competitors file onto the stage, toe a yellow line, and follow a monotonous cycle of commands: "Quarter turn to the right...Abdominals with one leg extended...Lat spread...Face front." Bodybuilding is about exhibiting muscles, not using them. Thus the 20-minute series of poses that isolate parts of the anatomy while a long table of judges,

It takes nearly a gallon of fossil fuel to produce just a pound of conventional fed beef.

ing in vertical farms, many of the other but more capital-intensive technologies. As low as the resources for not only adequate technology, and market-aren't distributed fairly or evenly, which means the chances for "finding solutions in Iowa are probably a lot higher than in the Sahel."

like USDA inspectors, silently grade the meat in front of them.

Williams, far stage right, transitions fluidly between poses, almost tai chi-like. He is impressively chiseled, but it's impossible not to notice that he's dramatically smaller and less defined than nearly everyone else. When a Briton with angry-white hair assumes the signature "Marin man" pose, called "crab

grams of protein per pound of body weight per day. That's a ridiculous amount, Nestle says, about twice what's recommended for strength-training athletes and enough to cause chronic kidney problems. And because plant-based sources of protein are generally far less concentrated than animal sources, a vegan muscleman must eat even more food (or protein powder) than a carnivore. Nestle says the thought of protein-pounding bodybuilders, vegan or not, "makes me want to throw up just to think about it."

IT WAS AT 3 A.M. five years ago that, while fixing a middle-of-the-night meal, Williams "had the awakening." "I had two pieces of fried chicken, rice, and salad," he recalls. For some reason, he couldn't stop glaring at the chicken. "I was thinking about all the killing and the destruction going on in the world. And I looked down at that chicken and said, 'I'm eating death, and I don't even know why.'" He scrapped the meat off his plate and went back to sleep a changed man.

He had never heard the word "vegan" before. All he knew was "The spirit told me, 'Nothing from an animal. You don't eat nothing from an animal until you find out what's going on.'" He entered the 2004 Natural Olympia to prove a point to his meat-loving gym buddies, "not knowing," as he puts it, "that the stardom was just around the corner."

Elliot Katz, president of the Bay Area-based animal rights group In Defense of Animals (IDA), heard about Williams' feat and started going to local gyms, asking if anyone knew the vegan bodybuilder. One gargantuan fellow, Katz remembers, told him, "There's no such thing."

Katz eventually found Williams and made him the poster boy for a campaign with the catchphrase "Go Vegan and No Body Gets Hurt." Pictures of Williams balancing a yellow chick on his deltoid or hoisting a massive wicker cornucopia of fruits and vegetables appeared on billboards and in vegetarian magazines. He went to animal rights conventions and hosted 52 episodes of *Undercover TV*, which featured footage of animal abuse inside factory farms, rodeos, and zoos.



After a four-year break from competition, early last year, he realized the best way to continue his vegan evangelism. "The universe said, 'Ken, it's time to get back into bodybuilding.'"

We popped into IDA's Marin County offices, where Williams wanted me to meet Katz, whom he now considers a mentor. (After some catching up, Williams helped put a heavy wooden desk back against the wall; a couple of employees had dragged it out to rescue a potato bug.) Katz told me he sees Williams as the clearest contradiction to the assumption that "if you're a vegan, you're just this weakling kind of a thing."

Williams generally eats between 210 and 250 grams of protein a day—what you'd find in about 2.5 pounds of lean top sirloin. He eats six or seven meals daily, and a few mornings before the Olympia, I watched him prepare his second breakfast. He made a shake: water, 50 grams of soy protein, and three supplement powders made by HealthForce Nutritionals, his sponsor. The drink looked like pectin and tasted like a forest floor, but Williams seemed to genuinely enjoy it. He has three of these a day, supplementing a diet of tofu, red and black beans, nuts, lentils, and leafy greens like kale.

Bodybuilders generally spend three to four months "cutting up" before a competition—having blown up muscle, they now whittle away everything else. In the week before a show, this sculpting process intensifies, as they reduce their sodium intake and gradually cut back on water. "You're

trying to drain out all the excess water and get paper-thin and dry," explains Williams, who took an herbal diuretic for two days before the Natural Olympia. In pursuit of the perfect body, the vegan bodybuilder, like all bodybuilders, subjects himself to indignities not unlike those visited on industrial cattle.

Which only highlights the irony of Williams' quest to cure what he calls out "eating psychosis." As we talk about adopting a more sustainable diet, should we see a guy who eats four times his share of protein as a role model, or the equivalent of a biofuel-powered Hummer?

FINALLY, after a judge dismisses the contestants, Williams shakes out his hands and arms, claps enthusiastically a few times, and exits. As he turns, a large tansoo of the IDA logo—the silhouettes of a dog, cat, and rabbit—comes into view on his upper left arm.

He knows immediately that he hasn't won anything—he will, in fact, finish 12th out of 12. "I've done everything the universe told me to," he says backstage. He heads into the ballroom to watch the top class of marquee competitors and support his friend—a tanklike Nigerian in a green velvet G-string named Moses Adala.

Williams whispers to me that he hopes to qualify for this elite class in two years. He's determined to keep eating "what the gods and goddesses put on Earth for us to eat," bulk up to 215 pounds, and win the whole thing. "I want to come in big," he says. ■

Kenneth has been profiled in numerous prominent international publications. *VegNews*, the preeminent vegetarian lifestyle magazine in North America, put his photo on the cover of the January 2006 issue, and named him one of the world's top 15 professional vegan athletes who are redefining health and fitness. Most recently, prestigious alternative media magazine *Mother Jones* published a two-page feature about Kenneth that was part of a series of centerpiece articles that also included best-selling food justice author Michael Pollan.

Marin Independent Journal

Bodybuilder puts a new face on veganism

Rick Politio

KENNETH WILLIAMS pretty much has the division to himself.

If there were a division. Williams stops short of calling himself the world's only vegan bodybuilder. "There's one other guy," says Williams, taking a break from his at workout at Gold's Gym in Larkspur. But the other guy, he says, is "just getting going."

Williams could easily call himself the world's pre-eminent vegan bodybuilder, but the job description goes way beyond that. Williams is a charismatic spokesman for Marin-based In Defense of Animals. He hosts IDA's "Undercover TV" show (8:30 p.m. Tuesdays on Comcast Cable channel 26). He has a Web site for his particular wisdom, www.veganmusclepower.com.

And he does some modeling. It's a rare combination. Just how rare IDA founder Elliot Katz found out two years ago when he went looking for the man behind the rumor. He'd heard about a vegan bodybuilder and saw it as a chance to break through the "little



TEAMWORK: Kenneth Williams, a vegan bodybuilder who works for In Defense of Animals, trains with Jean Scott at Gold's Gym in Corte Madera. Both are champion bodybuilders. Williams is 5-foot 11, 215 pounds with a body fat percentage of 6.5.

animal rights stereotype. "I was going from gym to gym trying to find him," Katz says, of his quest to find Williams. He recalls approaching one particularly muscular specimen in a gym parking lot inquiring if he knew anything about this "vegan bodybuilder." "He said, 'There is no such thing,'" Katz recalls.

But Katz found Williams, and Williams has found himself putting a new face on veganism. "I found my calling," he says, "and I found it in a most unusual way." Williams wasn't always a vegan. He'd played football in high school and college. He remembers a hearty appetite and heaps of meat. "My whole diet consisted of chicken, fish, steak and lots of dairy."

As an adult, and as a bodybuilder, he continued what he'd accepted as a muscle-building diet. And then, three years ago, he had a moment. "It came

late at night. But this one came with rice. He'd woken up at 3 a.m. to eat "as bodybuilders tend to do," he says. And he'd put two chicken breasts and the rice on his plate. His mind wandered off the menu, Williams contemplating "all the death and destruction around the world."

"I happened to look down on my plate and I said 'I'll be damned, death and destruction, right here on my plate,'" he says. "I woke up two hours later and I was a vegan."

It wouldn't be a simple step for anybody, but it was especially complicated for Williams. He was a bodybuilder and there's not a lot of information out there on veganism for bodybuilder. There is no "Dummy's Guide to Vegan Bodybuilding."

At first, he learned by trial and error. "I was reading a lot of books, watching a lot of videos, and I was talking to a lot of people who were vegans. It was a process, but it was worth it."

Kenneth's notoriety was bolstered by publicity in important animal advocacy periodicals, including *Satya*, *American Vegan* and *Brazilian magazine Vegetarianos*. Kenneth has also broken through in the mainstream with coverage in the *Marin Independent Journal* and the *L.A. Watts Times*.



ENTREVISTA

A força vegana

Confira a entrevista exclusiva de Kenneth Williams e Ricardo Moreira, esportistas veganos dos EUA que lutam pela causa animal

Por Samira Menezes

Um é campeão estadual de Full Contact - luta que mistura técnicas das artes marciais e do boxe - em São Francisco. O outro é fisiculturista, praticante de musculação profissionalmente, mas sempre jogou futebol americano.

O que veio primeiro: o interesse pelo esporte ou pelo vegetarianismo?

Moreira: Sempre amei artes marciais e animais, mas só fui me tornar vegetariano aos 21 anos. Em 1999, comecei a lutar profissionalmente Full Contact Karate. Estive envolvido com esse esporte até os 23 anos, quando tive uma contusão séria e fui obrigado a operar. Pensei que aquele fosse o fim da minha carreira. No ano passado, me tornei vegano e comecei a me preparar para meu retorno ao mundo da luta. Definitivamente, a mudança na dieta me ajudou nesse processo.

Williams: Primeiro me tornei vegano, em 2000, e em 2004 fui encorajado a praticar fisiculturismo profissionalmente.

Observava a natureza e sentia que alguma coisa não estava certa quando comia animais mortos

Kenneth Williams

Quem apresentou a filosofia do vegetarianismo a vocês?

Moreira: A maior parte da informação que obtive veio da escola, quando participava do clube de direitos dos animais. Foi me envolvendo cada vez mais com a questão depois que a IDA (Liga de Defesa dos Animais), em inglês, uma organização californiana de direitos dos animais, passou a interagir com a gente. Depois de ver o que acontece na indústria da carne, me tornei vegetariano e, atualmente, vegano.

Williams: Foi tudo espiritual. Observava a natureza e sentia que alguma coisa não estava certa quando comia animais mortos. Simplemente não era certo!

Vocês se tornaram veganos assim que decidiram parar de comer carne ou levou algum tempo? Foi difícil se tornar vegano sendo um atleta?

Moreira: Sou vegetariano há cinco anos. Minha dieta sempre foi basicamente vegana, mas eu consumia proteína de leite. Conheci dois fisiculturistas veganos e um deles me falou sobre as alternativas veganas para adquirir proteína. Fiz a substituição e me tornei 100% vegano. Não é difícil ser atleta vegano, pois é muito similar à dieta dos outros atletas.

Williams: Tornei-me vegano assim que parei de comer carne. Não tive problema em explicar para os outros as razões da minha rejeição pela carne. Meus treinadores me deram apoio nas decisões que tomei, mas exigiram saber mais sobre a dieta.

Quais adaptações tiveram que fazer na dieta para manter o físico forte?

Williams: Simplesmente substituí as carnes e os ovos por tofu e outros derivados. Não há que se adaptar nada. Estava determinado a ser saudável, forte e competir no campeonato Natural Bodybuilding.

E o treino? Preciso ser modificado por causa da dieta?

Williams: As mudanças que fiz no meu treino foram por causa do início das competições em um estilo diferente de luta. Artes marciais requerem tanto quanto os outros esportes de luta.



Moreira (à direita) e Williams (à esquerda) são americanos veganos que praticam artes marciais e fisiculturismo.



Black Bodybuilder Champions Veganism, Fights for Animals

BY CHRIS C. NORWOOD
CONTRIBUTING WRITER

According to reports, heart disease, cancer and stroke top the list of killers of African Americans. Additionally, a high body-fat percentage is a contributing factor to the high incidence of hypertension as well as contributing to a high risk of prostate cancer among blacks.

That is a major factor in three of the leading causes of death in America today and medical studies have proven that consumption of animal products is directly related to these three biggest killers: heart disease, cancer and stroke—in the U.S. as well as diabetes. Furthermore, a reported 71 percent of all African Americans are obese and most are obese because of their consumption of animal products.

And with this information, Kenneth Williams is a man on a mission. As the vegan spokesperson for the animal protection organization In Defense of Animals, the charismatic bodybuilder is convincing the nation that work involving people to participate in World Go Vegan Days, organized Oct. 27-29.

The purpose of IDA's World Go Vegan Days is to spread the message and educate people about the vegan lifestyle. It is also a celebration of vegetarianism, which has five categories:

- ovo-vegetarian: eggs are eaten
- lacto-ovo-vegetarian: dairy products, an egg or meat
- lacto-vegetarian: dairy products, an egg or meat
- ovo-plant-based food only
- plant-based food only

In addition to following the kinds of vegetarianism, vegans do not use other animal products and by-products, such as eggs, dairy and

honey. Some also abstain from using leather, fur, silk, wool, cosmetics and soaps derived from animal products.

"Seven billion animals are killed in the U.S. alone each year and they suffer unimaginable cruelty. Animals raised on factory farms are debilitated, debauched and castrated without anesthesia. Many have their teeth pulled out while they are still fully conscious," says Williams. "The eating animal products is killing us. A vegan diet is better for human health, the environment and our health, too."

Williams' conversion to vegetarianism came not long after 9/11. Like many bodybuilders and athletes, he had had a diet of heavy portions of chicken, fish, meat and lots of dairy products. His obligatory cardio morning when, as bodybuilders often do, he runs in the middle of the night, about 3 a.m., he ate a meal of two chicken breasts on a half of rice.

"I happened to look down on my plate and I said, 'I'll be damned,

death and destruction, right here on my plate.' I woke up two hours later, and I was a vegan."

At 5'11, 215 pounds and 215 pounds, Williams carries a body fat percentage of 6.5 and has served his sports-related duty. Turning vegan has not hurt the champion bodybuilder's career, either. It has enhanced it.

He made sports history at the 2004 Natural Olympia in Las Vegas—read in his case, the most prestigious natural bodybuilding competition in the world—when he finished first out of more than 200 competitors from 37 nations, becoming America's first vegan bodybuilding champion. He has also competed and placed well in a number of European bodybuilding events. In 2004 alone, he placed second in his class at the Silver & Black Muscle Classic (organized by the Oakland Raiders), the Iron USA contest and the World Natural Bodybuilding Championships.

"Being vegan gives me the strength and stamina I need to be a bodybuilder," says Williams who trains six days a week, lifting weights for at least three hours and doing at least 100 sit-ups and 100 push-ups. He also does a lot of cardio work, including running, swimming and cycling.

Williams can be found competing in the world of vegetarian and animal rights. He speaks regularly at fitness and shows on the power of that message and encourages other athletes to be active in the middle of the night, about 3 a.m., to have a meal of two chicken breasts on a half of rice.

"I happened to look down on my plate and I said, 'I'll be damned,

and I was a vegan."

For more information about Kenneth Williams, visit www.veganmusclepower.com. For more information about World Go Vegan Days, visit www.indefenseofanimals.org/worldgovegandays.html. For more information on vegetarianism, visit www.vegan.org or www.veganmusclepower.com.



After Kenneth left California for the East Coast, he took a position as the Assistant Vice President of the American Vegan Society (AVS), which was founded by legendary activist Jay Dinshah in 1960 and is one of the earliest and most influential vegetarian advocacy organizations in the U.S. During this time, he also did contract work for the Washington D.C.-based group Physicians Committee for Responsible Medicine (PCRM), posing for photo layouts to be used in the "Vegan Health" section of their Web site.

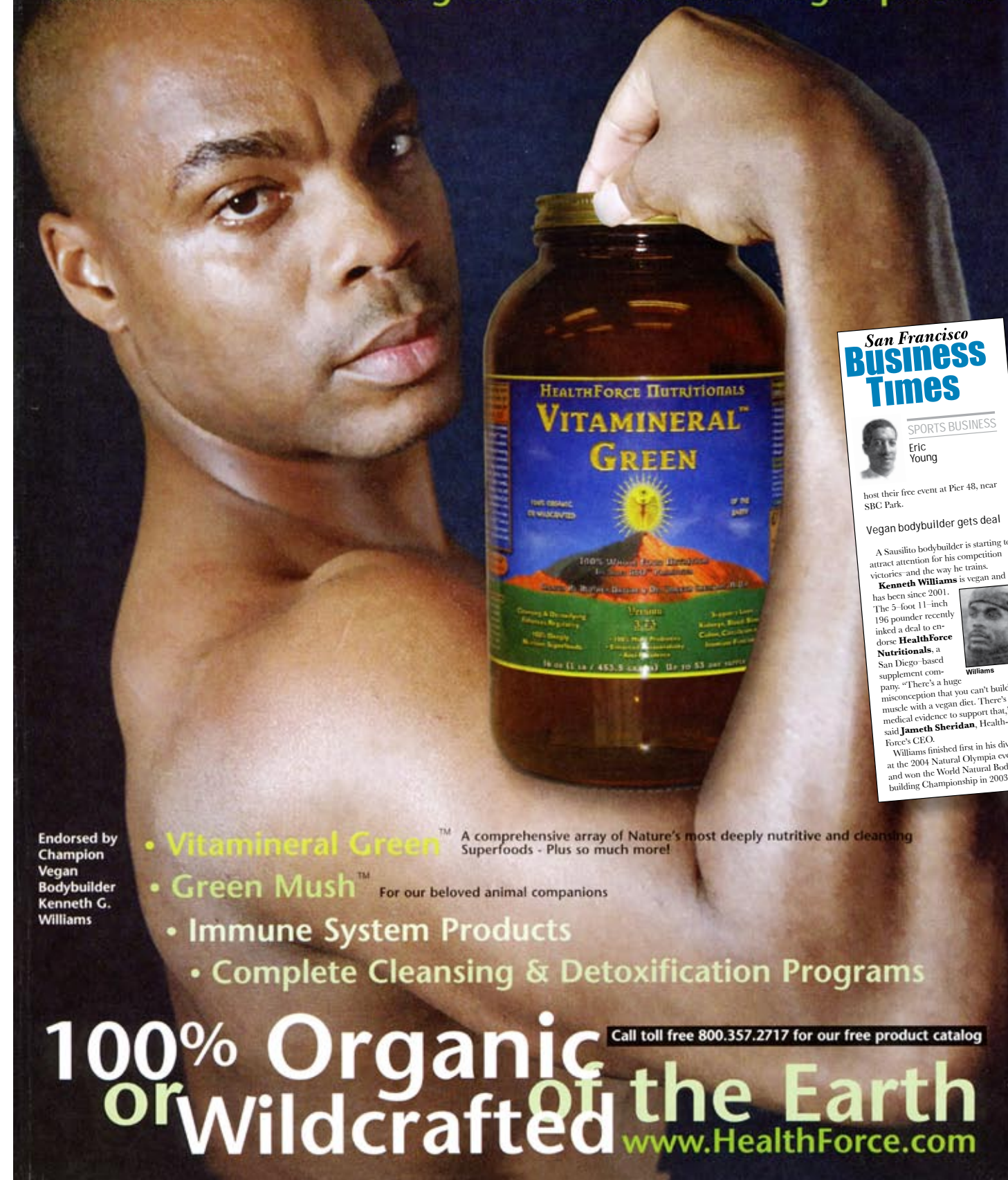
Today, Kenneth's future remains wide open, as he seeks to take his career to the next level by partnering with socially responsible companies seeking a standout spokesperson who is poised on the verge of breakout stardom.



HEALTHFORCE NUTRITIONALS

Founded and Operated by Ethical Vegans
with Ethical Business Values

Making the World a better Vegan place...



San Francisco Business Times

SPORTS BUSINESS
Eric Young

host their free event at Pier 48, near SBC Park.

Vegan bodybuilder gets deal

A Sausalito bodybuilder is starting to attract attention for his competition victories - and the way he trains.

Kenneth Williams is vegan and has been since 2001. The 5-foot 11-inch 196 pounder recently inked a deal to endorse **HealthForce Nutritionals**, a San Diego-based supplement company. "There's a huge misconception that you can't build muscle with a vegan diet. There's zero medical evidence to support that," said **Jameth Sheridan**, HealthForce's CEO.

Williams finished first in his division at the 2004 Natural Olympia event and won the World Natural Bodybuilding Championship in 2003.

Endorsed by
Champion
Vegan
Bodybuilder
Kenneth G.
Williams

- **Vitamineral Green™** A comprehensive array of Nature's most deeply nutritive and cleansing Superfoods - Plus so much more!
- **Green Mush™** For our beloved animal companions
- Immune System Products
- Complete Cleansing & Detoxification Programs

100% Organic or Wildcrafted of the Earth
Call toll free 800.357.2717 for our free product catalog
www.HealthForce.com



Left: Kenneth broke new ground as the first corporate sponsor chosen to endorse a product because of his distinction as a vegan athlete. San Diego-based *Vegan HealthForce Nutritionals*, which exclusively produces fitness supplements that contain no animal products, was the first company to recognize the significance that the vegan diet increasingly represents to today's conscious consumers.



Career Highlights Vegan Advocacy:

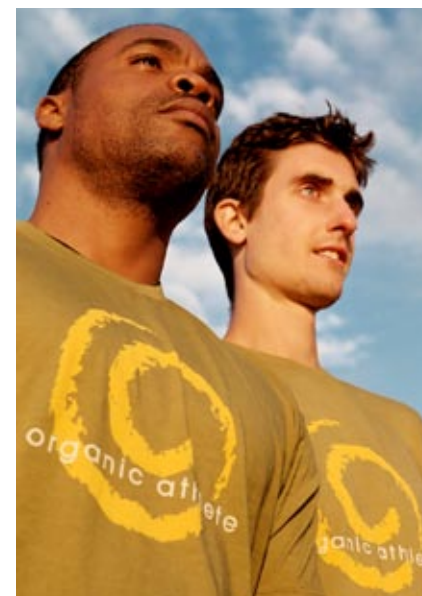
- Vegan Spokesperson and Campaign Coordinator for In Defense of Animals (IDA), a non-profit organization founded in 1983 and based in Marin County, California, from 2004-2006
- Assistant Vice President of the American Vegan Society (AVS) from 2006-2007
- Host of Undercover TV, an IDA project which became the most successful public-access animal rights television program in U.S. history, airing on more than 50 stations nationwide. Radio interviews with Vegan Radio, Animal Voices and Go Vegan Radio
- Popular and highly sought after speaker on vegan issues at conferences, festivals, schools, and colleges
- Featured in magazine ads, public service announcements, documentaries (e.g., *Veganize Me* and *Sustainable Table*), and billboards in metropolitan areas throughout the country
- As a contract consultant for the Physicians Committee for Responsible Medicine (PCRM), posed for a photo spread to be used in the "Vegan Health" section of the organization's Web site



Top: Placards symbolizing Kenneth's connection to other social change icons such as Barack Obama and Dr. Martin Luther King, Jr. were posted around Washington, D.C. during the presidential inauguration.

Bottom left: Veg Facile, a major vegetarian advocacy organization in Italy, arranged to display megaposters of Kenneth promoting the advantages of a vegan diet in bus kiosks and other heavily-travelled urban locations.

Bottom Right: Kenneth will be a keynote speaker at "Their Lives Our Voices", a premier three-day animal rights conference being held in Minneapolis, Minnesota in 2009.



Professional Goals

Seeking endorsement deals with branded sports equipment and clothing manufacturers for "natural" product lines, vegan food and nutritional supplement companies, and other "green" promotional deals (e.g., hybrid and electric vehicles, self-improvement programs, health clubs, etc.)

Become firmly established as a widely-recognized "conscious athlete" who will be a valuable asset to corporations that prioritize environmentally-sustainable productivity and marketing

Motivate people to reconsider how their consumer choices affect other people, animals and the Earth

Kenneth is a role model and mentor for youth who has the power to persuade people to think more consciously about what they eat and the lifestyle they choose. He also influences people by working and collaborating with his peers in the vegan athletic community.

Written by Mat Thomas / www.animalrighter.org
Design: James McCaffry / FotoGrafis

lo passo...

Campione Vegan di Bodybuilding Kenneth G. Williams

... a VEG

per la mia vita
www.vegfacile.info

Buttiamoci a fare i vecchi **luoghi comuni**, che dicono che chi non mangia carne è debole, anemico, ha "carenze", e che "la carne va mangiata tutti i giorni, è indispensabile". Tutto **ridicolmente** campato in aria. Gli studi scientifici, e l'esperienza quotidiana di **milioni di vegetariani e vegani**, dimostrano **senza ombra di dubbio** che un'alimentazione 100% vegetale non solo è adeguata, ma comporta benefici per la salute nella **prevenzione** e nella **cura** di diverse patologie invalidanti, principali cause di morte in Italia. **Il resto è solo ignoranza. Non hai più scuse: Passa a VEG!**

Diventare vegan passo-passo... è facile!
Campagna informativa promossa da **AgireOra** www.agireora.org

facile
Passo a veg!

THEIR LIVES OUR VOICES 2009
MIDWEST ANIMAL ADVOCACY CONFERENCE
Friday, June 12 through Sunday, June 14, 2009 in Minneapolis, MN

Join hundreds of other activists from around the country at the second annual Their Lives, Our Voices conference. TLOV is an inclusive, high-quality, hands-on conference that is focused on empowering advocates in their efforts to help farm animals. This event is accessible to all animal advocates and showcases diverse topics and perspectives within our movement, with presentations from both regional and national leaders in the animal advocacy movement.

FEATURING keynote presentations from Tom Regan (author of *The Case for Animal Rights*), Lori Bauston (co-founder of Farm Sanctuary, founder of Animal Acres), Patricia Jones (author of *AfterShock*), Kenneth Williams (bodybuilder and host of *Undercover TV*), and dozens of other great speakers!

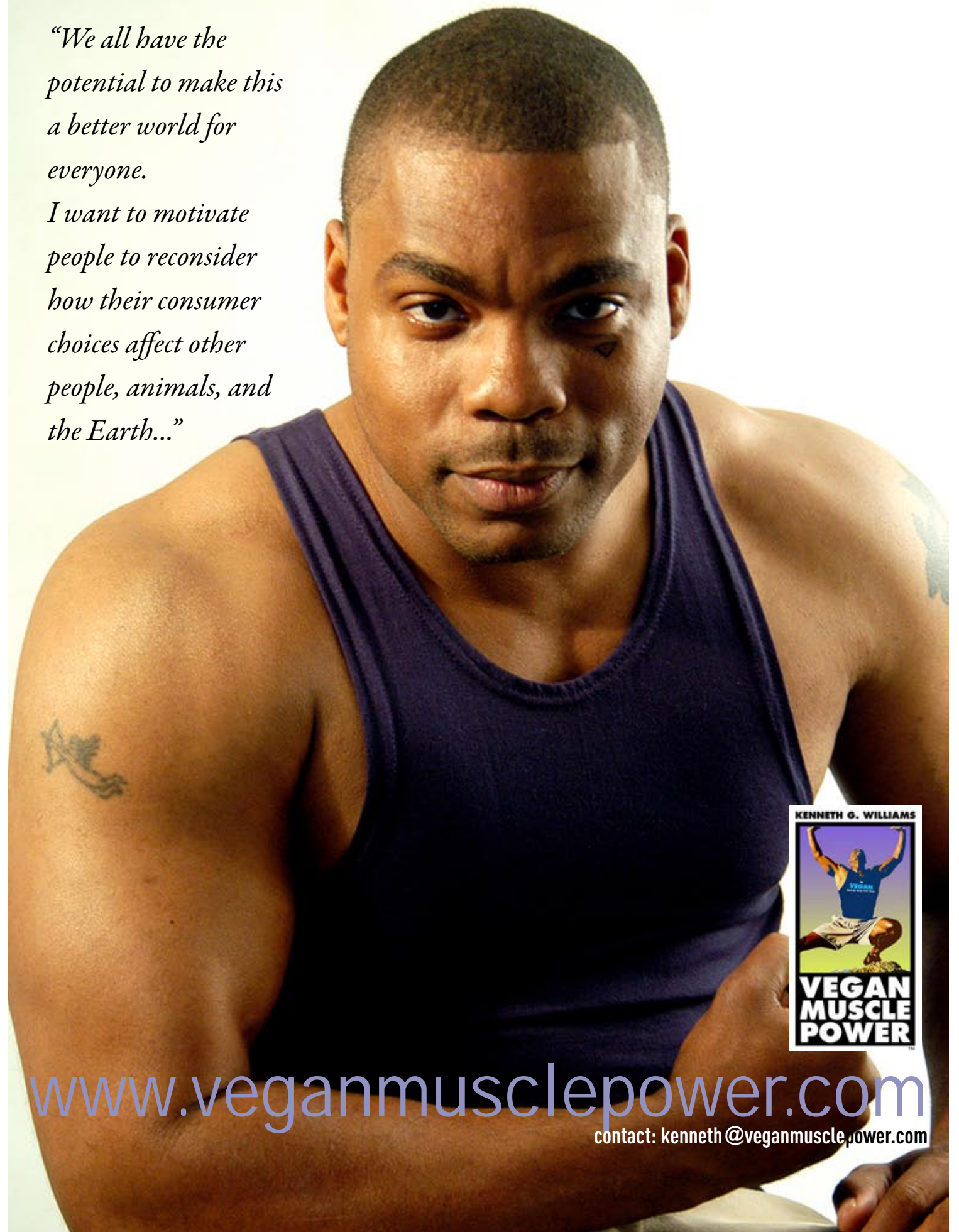
For the most up-to-date roster, to see the great things people said about last year's conference, and to register, check out www.TLOV.org.

EARLY-BIRD REGISTRATION: General Public \$30 • Students & low-income individuals: \$15
Rates increase by \$15 after May 22 www.TLOV.org or call 612-626-5785

TLOV is hosted by Compassionate Action for Animals
Sponsors include VegNews Magazine, the Animal Welfare Trust, and more!

“We all have the potential to make this a better world for everyone.

I want to motivate people to reconsider how their consumer choices affect other people, animals, and the Earth...”



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