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Can America Find Principle-Driven Success Again?

The Vigorous Virtues Provides History-Steeped Core Values to Guide the Way

[New York, NY]: Joseph Holland, Author, Attorney and former All-American Football Player announced the release of his new book **The Vigorous Virtues: Daily Success Principles From Diverse American Founders**. A different kind of devotional book, **The Vigorous Virtues** redefines the core values of America, drawing success principles for today from the diverse heroes of the past. Find out how virtues such as Courage, Compassion, Perseverance and Integrity have inspired historical figures to success — and can do the same for the reader! This devotional features 365 daily selections with illustrative stories of trailblazing historical figures — Asian, Black, Hispanic, Native American and White — who create a collage of uplifting examples beyond the more familiar voices of the traditional founders.

Holland explains the current impact of the book:

“The prevailing discord of America — so evident during an unprecedented pandemic, on social media, in newsrooms, political discourse, street violence and civil unrest — stems in part from a loss of foundational virtues. **The Vigorous Virtues** imparts daily principles that will lead to moral excellence in individual lives and collective well-being that our communities direly need. If you love history, are passionate about diversity and need powerful success principles as a guide through life, this book is for you!”

Features and benefits of The Vigorous Virtues include:

365 Daily Narratives: An inspirational selection for every day captures the rich diversity of American thought and influence of historic trendsetters who have forged pathways of progress for present-day aspirants to follow. Whether it's Dolly Madison, the 4th First Lady who provided leadership when the White House was under military attack; Joseph DeCastro, a Hispanic Union soldier who earned the Medal of Honor in the Civil War; or Lewis Latimer, a Black patent designer for Thomas Edison and Alexander Bell; Holland takes the reader through a cornucopia of American intellectual and spiritual giants.

Monthly Themes & Virtues: A one-year resource that features the core values of America: one virtue per month as a strategy to build principle-driven success, uplifting the nation one person at a time.

Success Principles: Each daily selection has multiple principles of success that incorporate the themes into practical application points.

The Vigorous Virtues is currently available on Amazon: \$9.99 for digital and \$19.95 for soft cover. For more information visit **www.vigorousvirtuous.com**.

About the Author: Joseph Holland has served as New York State Housing Commissioner as well as Chief Counsel to the NYS Senate Housing Committee. Holding B.A. and M.A degrees from Cornell University and a J.D. degree from Harvard, Holland has practiced law, started small businesses and operated a homeless shelter in Harlem; written several genres of books and professionally produced plays (Off-Broadway); held leadership positions at faith-based and nonprofit organizations; and traveled extensively as a motivational speaker.