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NATURAL HEROES SERIES HONORED FOR EXCELLENCE at 36th ANNUAL NORTHERN CALIFORNIA AREA EMMY® AWARDS

Second season receives Emmy® from The National Academy of Television Arts and Sciences in regional competition, just as third season readies for release

Philadelphia, PA and Rohnert Park, CA—

Natural Heroes, the series of independent films focused on people making a difference for the environment, was recognized for outstanding achievement in Public/Current Affairs Programming at the Northern California Emmy® Awards held on May 12 at the Palace of Fine Arts in San Francisco. *Natural Heroes* was one of 80 entries to receive an Emmy® statuette from amongst a record 930 submissions. The 13-part series was created by GreenTreks Network and KRCB-TV as a way for filmmakers to reach the public with inspiring stories that show the power of individuals in changing the world.

“The environment is riding a wave of popularity with the media at the moment,” said Maria Erades, Executive Director of GreenTreks Network, “and I think that’s great. This Emmy® underscores the growing public interest and the quality of programming on the topic out there. Most importantly, it expresses an appreciation for the people who are working for our planet’s future, whether they’re cleaning up and greening abandoned urban lots, fighting to preserve oceans and wetlands, or going to extraordinary lengths to protect species that are critical to the balance of the natural world. We hope that sharing their stories translates into even more people becoming ‘natural heroes’ themselves”

“It’s thrilling to win the Emmy®,” adds Val Landes, Series Producer from KRCB-TV, the Bay area public television station that co-produces the series, “and it’s really a tribute to the talents of those who have contributed their films. KRCB is proud to have partnered with GreenTreks to create a regular outlet for ongoing environmental programming when we released the first

Natural Heroes series back in 2004, and we expect to keep building upon that foundation in Season Three and beyond.”

The producers are delighted to welcome General Hydroponics back as a major underwriter—the innovator in the field of hydroponics technology worldwide has supported the series from the start—and are pleased that The Sierra Club, America's oldest, largest and most influential grassroots environmental organization, has also signed on to support Season Three, which is scheduled for release this fall.

Episodes confirmed for what Landes calls “an eco film festival for television” include *South Central Farm*, which follows a diverse group of Los Angeles residents (including Daryl Hannah, Joan Baez, and a host of other Hollywood insiders) in their united effort to protect the destruction of a community farm; *Edward Abbey: A Voice in the Wilderness*, which takes a look at Abbey, renowned author of *The Monkey Wrench Gang* and passionate voice of America’s Southwest; and *Aotearoa*, a fascinating animated contemplation of the New Zealand wilderness. Episodes under consideration include the award-winning story of a fourth-generation fisherwoman who took on industrial giants when she learned that her Texas hometown had been named one of the most toxic places in America; a compilation of stories focused on preserving species that make up the web of life in the oceans, from the mammoth to the microscopic; a global journey in the company of volunteer pilots who spend their spare time supporting animal conservation efforts; and others that look at the intersection of environment and society related to everything from power and transportation to education and food.

Natural Heroes is available free of charge to public television stations across the country. Complete information can be found on the web at www.naturalheroes.org

About the Producers

GreenTreks Network Inc. www.greentreks.org

GreenTreks Network Inc. (GreenTreks) is an Emmy Award-winning nonprofit based in Philadelphia, Pennsylvania. GreenTreks mission is to make the health of the environment an intrinsic part of everyday life and to inspire individuals to make informed decisions that effect positive environmental change.

KRCB-TV www.krcb.org

KRCB serves the San Francisco Bay Area and provides both television and radio programming. KRCB was created in order to encourage full participation in society and community, and provides educational, informational and cultural telecommunication services in partnership with its community.