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EMMY AWARD-WINNING SERIES ON THE NATURAL HEROES WHO ARE MAKING A DIFFERENCE FOR THE ENVIRONMENT RETURNS FOR THIRD SEASON

All new line-up of "eco-film festival" documentaries to air on Public Television Stations starting in September.

Natural Heroes, a series of independent films, focuses on people who are actively involved in improving their local communities and the global environment. Throughout 2007 *Natural Heroes* has gained national recognition but the producers have been so busy screening programs for inclusion in the upcoming season that they have hardly had time to celebrate the recent addition of an Emmy® Award to their pair of Tellys and a 2006 Insight Award.

In 2004, GreenTreks Network and KRCB-TV conceived and created the series as a way for filmmakers to reach the public with inspiring stories. Each episode shows how the power of individuals is a catalytic force in improving our environment. The first two seasons have aired on public television stations across the United States, Puerto Rico, and Canada, reaching millions of households.

"The environment is riding a wave of popularity with the media at the moment," said Maria Erades, Executive Director of GreenTreks Network, on hearing that Season Two had been recognized for outstanding achievement in Public/Current Affairs Programming at the Northern California Emmy® Awards in May, "and I think the *Natural Heroes* Emmy® underscores the quality of programming on the topic."

In the upcoming third season, the 13 episodes will span the globe and approach a fascinating variety of topics with a wide range of perspectives; some of the fresh,

creative approaches include topics related to sustainability, stewardship, conservation, and building a sense of community.

"I describe the series as an 'eco-film festival' on television," says Series Producer Valerie A. Landes of KRCB-TV, "and I love being able to share many independent producers' unique stories and passions with a wide audience. Filmmakers get important messages out to viewers who may not otherwise be moved to act—and there are so many important stories to tell..."

Power Shift, hosted and narrated by Cameron Diaz, looks at how energy intersects with our daily existence and inspires us to consider incorporating renewable alternatives into our lives. Traveling our Natural World combines a mesmerizing animated contemplation on the meaning of wilderness with an eco-tourism adventure in Costa Rica, while Texas Gold provides a very personal profile of a gritty mother of five who uses hunger strikes and civil disobedience to battle the giants of the petro-chemical industry in the "most toxic place in America." South Central Farm: Oasis in a Concrete Desert documents celebrity activists (including *Daryl Hannah, Joan Baez, Julia Butterfly Hill, Martin Sheen, and Willie Nelson*) as they join everyday citizens in a high profile struggle over the fate of the largest urban garden in the country. Coffee to Go: A Fair Trade Story explores how our lives and those of the world's 25 million coffee workers are inextricably joined.

From coral reefs surrounding Papua New Guinea to urban compost piles in New York City, each episode of season three of *Natural Heroes* promises to motivate viewers to action on behalf of our environment.

General Hydroponics, an innovator in the field of hydroponics technology worldwide, has been a major underwriter of *Natural Heroes* since the series' inception and is joined for Season Three by The Sierra Club, America's oldest, largest and most influential grassroots environmental organization.

More information is available on the web at www.naturalheroes.org.

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Natural Heroes is a co-production of KRCB-TV and GreenTreks Network, Inc. and is the first nationally distributed series of its kind.

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.