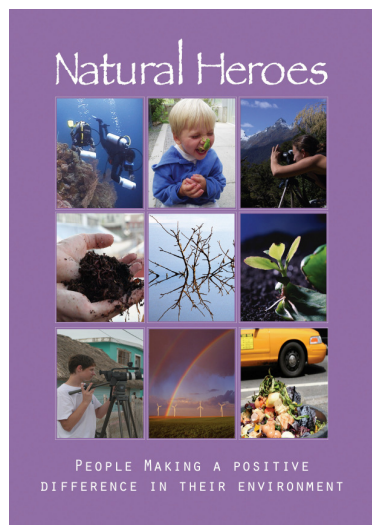


**For Immediate Release**  
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## **North Bay's KRCB-TV wins two more EMMY® Awards for "NATURAL HEROES"**

(Rohnert Park, CA) May 12, 2008 – For the second consecutive year, **KRCB Public Television's** nationally distributed environmental series, **NATURAL HEROES**, has won recognition from the National Academy of Television Arts and Sciences at the regional ceremony held Saturday night, May 10, at the Palace of Fine Arts in San Francisco.



**KRCB Producer Valerie A. Landes** received **two EMMY® statuettes** for Outstanding Achievement in two categories: Children/Youth and Education/Schools. These awards honor the third season of **NATURAL HEROES**. Last year the Academy awarded the second season of **NATURAL HEROES** for outstanding achievement in the category of Public/Current Affairs.

KRCB President & CEO Nancy Dobbs is “especially proud that both episodes are focused on young people and education.” The episodes of **NATURAL HEROES** honored by the Academy are “Fruit Tree Tour” and “A School in the Woods.” Both independent films tell the stories of urban kids getting their hands in the dirt and connecting with nature for the first time (see below). **Full episode videos and descriptions are at [www.naturalheroes.org](http://www.naturalheroes.org).**

Series Producer Valerie Landes has been involved with the **NATURAL HEROES** series from the beginning, and describes it as an eco-film festival for TV. All episodes share the common theme of people making a difference for our environment, but each is presented with its own unique content and style. “From composters in Brooklyn to tree-sitters in South Central L.A., we are proud to showcase the best independent filmmakers who are turning their lens on the natural world,” says Landes. “The feedback from viewers has been spectacular. It’s great knowing that the program has really inspired people to take action in their own lives. They feel empowered with the knowledge that their choices and actions can and do make a powerful difference!”



**NATURAL HEROES** is seen in the **San Francisco Bay Area on KRCB, Mondays at 7:30pm**. Nationally, the series is available in over 70 markets on Public Television stations. Seasons 1-3 were co-productions of **KRCB Public Television** and **GreenTrek Network, Inc.** in Philadelphia, PA. National production sponsors for the award-winning series include **General Hydroponics** and **The Sierra Club**. Pre-production for the 4<sup>th</sup> season is underway, scheduled for national release in April 2009.

EMMY® Category: Children/Youth: "Fruit Tree Tour," produced by Zak Human and Common Vision.

Traveling in veggie oil-powered caravan, 25 earth educators teach students about sustainable ecology through a daylong program that includes West African agricultural drumming and earth-conscious hip-hop, planting over 1000 fruit trees at urban schools.



*Common Vision*



*IslandWood Media*

EMMY® Category: Education/Schools: "A School in the Woods," produced by Katie Jennings of IslandWood Media.

As more children are growing up in an urban environment, there is less connection to our natural world. Outdoor learning centers such as IslandWood on Bainbridge Island, WA, provide exceptional learning experiences and inspire lifelong environmental stewardship.

KRCB Public Television [www.krcb.org](http://www.krcb.org)

KRCB serves the San Francisco Bay Area from the North Bay with both analog and digital television, and FM radio programming. KRCB Public Television was founded in 1984 in order to encourage full participation in society and community. KRCB is dedicated to connecting our communities and telling our stories.

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