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**Natural Heroes Wins Second Consecutive Telly Award:
Public Television Series on People and Environment**

Santa Rosa, Calif. (July 13, 2006) -- *Natural Heroes*, a series of independent films about ordinary people making a difference on the environment, received the second highest honor (bronze) at the 27th Annual Telly Awards, its second consecutive Telly in only two years of production. The first nationally distributed series of its kind, *Natural Heroes* won the highest Telly Award (silver) in 2005. A complete line up of programming information with details about station airtimes, streaming video promos, downloadable images and enhanced content may be viewed at www.naturalheroestv.org. *Natural Heroes* is a co-production of *KRCB-TV* (Rohnert Park, Calif.) and *GreenTreks Network* (Philadelphia, Pa.).

Founded in 1979, the Telly Awards is the premier award honoring outstanding cable TV programs and commercials as well as video and film productions. Winners and finalists represent the best work of the world's most respected production companies, television stations, cable operators, corporate video departments and advertising agencies.

The 13-episode second season of *Natural Heroes*, including the films *It's Not Just Empty Space* with David Suzuki and *Saving Our Oceans*, is currently airing on public television stations across the country.

"Recognition by the prestigious panel of judges from the Telly Awards not only acknowledges the quality of the films that comprise the series," noted Stan Marvin, director of broadcast operations at *KRCB-TV*, "but also signifies a continued interest in the state of the environment by viewers and film-makers alike."

"As far back as 2002, we believed audiences had grown weary of doomsday scenarios and wanted inspiring programming focused on people taking a roll-up-your-sleeves, pro-active approach to environmental problems. We were thrilled to find that *GreenTreks* was creating exactly that kind of show out in Pennsylvania, empowering personal stories of ordinary folks who were making a difference by getting involved. We tested the waters with a pilot series of *GreenTreks'* programs, had a good response, and the concept of *Natural Heroes* was born."

Season Three of *Natural Heroes* is currently in development and is expected to be released in time for Earth Day 2007 (April 22).

The first two seasons of *Natural Heroes* have dealt with a wide array of issues and have featured stories of people using alternative sources of energy, fighting to protect endangered species and fragile ecosystems, revitalizing urban neighborhoods, planning for the future after environmental disaster, and more.

"We're definitely seeing more films about environmental issues entering the mainstream," said Maria Erades, executive director of *GreenTreks*, "and it's wonderful to see so many of them taking this empowering, solution oriented approach while also being recognized as quality films. There are literally hundreds of powerful stories out there about amazing people quietly making change happen -- one block, one stretch of river, one patch of forest at a time. Our goal is to help get them told and hopefully inspire others to get into the act."

GreenTreks Network Inc. (www.greentreks.org) is an Emmy Award-winning nonprofit communications organization dedicated to educating people about the interconnectedness of environmental, societal, economic and individual health. *GreenTreks* fills a vital role on behalf of the environment, communicating the power of the individual in creating meaningful change.

KRCB-TV and FM 91 (www.krqb.org) is the *PBS* and *NPR* station serving the North and East Bay areas of the San Francisco Bay region. It provides educational, informational and cultural telecommunication services in partnership with the community by broadcasting the best of noncommercial programming available from national and international sources as well as its own productions. Working with non-profit and government organizations, the station expands the impact of programming by initiating community dialog on important issues, thus encouraging the civic engagement of all citizens. *KRCB-TV* earned a National Telly Award for its "Natural Heroes" series while a Special Merit Award from the National Federation of Community Broadcasters was garnered by *KRCB-FM* for its "Voice of Youth" program.

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This press release is available in MS Word upon request; high-resolution graphics are also available.