

SAN FRANCISCO, Oct. 11, 2013 /PRNewswire/ -- [KTVU](#) and [The Trust for Public Land](#) announced Lynn Adams as the Bay Area's 2013 Cox Conserves Hero. As her nonprofit of choice, [Pacifica Beach Coalition](#) (PBC) will receive \$10,000.

Adams' strong leadership, tireless enthusiasm and hard work are major reasons why Pacifica's beaches are clean. She is a powerful advocate for clean oceans to protect marine species, and her passion has inspired thousands to join her quest. She leads PBC's Earth Day activities, which included more than 8,500 volunteers in 2013.

Cox Conserves Heroes recognizes volunteers who are creating, preserving or enhancing outdoor spaces.

Each of the finalists received \$2,500 to donate to their environmental nonprofits of choice:

This is the fifth year the Cox Conserves Heroes program has taken place in the Bay Area. [Charlie Bowen](#),

Written by Australian Business

[Naftali Moed](#)

,
[Bruce Beyaert](#)

and

[Lennie Roberts](#)

are previous recipients of the Bay Area's Cox Conserves Heroes award.

The following Bay Area organizations have received financial support from the Cox Conserves Heroes program and on-air promotion from KTVU: Berkeley Path Wanderers Association; [Berkley Partners for Parks](#)

,
[Committee for Green Foothills](#)

,
[Familyhood Connection](#)

,
[Friends of Alameda Wildlife Refuge](#)

,
[Friends of Boeddeker Park](#)

,
[Northern Alameda County Group of the Sierra Club](#)

, Oakland Landscape Committee;
[Phat Beets Produce](#)

,
[Pie Ranch](#)

,
[Quesada Gardens Initiative](#)

,
[San Francisco Bay Trail Project](#)

and the

[World Stewardship Institute](#)

The Cox Conserves Heroes program was created in 2008 through a partnership between The Trust for Public Land and [Cox Enterprises](#), the parent company of KTVU. The program also runs in Arizona, Atlanta, Louisiana, Orange County (Calif.), San Diego

, Santa Barbara
and Virginia
. More than

\$350,000

has been donated to local nonprofits and more than 100 volunteers have been recognized through the Cox Conserves Heroes program.

For more information, visit CoxConservesHeroes.com or find us on [Facebook](https://www.facebook.com/CoxConservesHeroes).

Social Media: #CoxConservesHeroes and #CoxConservesHero

About KTVU: KTVU is part of Cox Media Group, an integrated broadcasting, publishing, direct marketing and digital media company that includes the national advertising rep firms of CoxReps. Additionally, CMG owns Cox Target Media, which operates Valpak, one of North America's

leading direct marketing companies, and Savings.com, a leading online source for savings. The company's operations currently include 14 broadcast television stations and one local cable channel, 57 radio stations, eight daily newspapers and more than a dozen non-daily publications, and more than 100 digital services. CMG currently operates in more than 20 media markets and reaches approximately 52 million Americans weekly, including more than 30 million TV viewers, more than 4 million print and online newspaper readers, and 14 million radio listeners.

About The Trust for Public Land Founded in 1972, The Trust for Public Land is the leading nonprofit working to conserve land for people. Operating from more than 30 offices nationwide, The Trust for Public Land has protected more than three million acres from the inner city to the wilderness and helped generate more than

\$34 billion in public funds for conservation. Nearly ten million people live within a ten-minute walk of a Trust for Public Land park, garden, or natural area, and millions more visit these sites every year.

Learn more at

tpl.org

About Cox Conserves Launched in 2007 by Chairman [Jim Kennedy](#), Cox Conserves is Cox Enterprises' national sustainability program. Cox Conserves focuses on reducing waste and energy consumption, as well as conserving water. The program engages each of the company's major subsidiaries (Cox Communications, Manheim, Cox Media Group and AutoTrader.com) and encourages Cox Enterprises' 50,000 employees and their families to engage in eco-friendly practices.

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