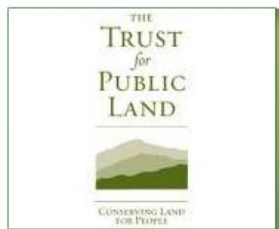




Atlanta
FAQ
Press Release
Atlanta's Cox Conserves Heroes
Finalists

Channel 2 WSB-TV and The Trust For Public Land Announce Bob Scott as Atlanta's 2014 Cox Conserves Hero

\$15,000 going to environmental nonprofits



Atlanta (Nov. 19, 2014) — Channel 2 WSB-TV and The Trust for Public Land today announced Bob Scott as Atlanta's 2014 Cox Conserves Hero. WSB-TV's Jovita Moore and Craig Lucie announced Scott as the winner at an event held at the station's studios.

As Scott's nonprofit of choice, South Fork Conservancy will receive \$10,000. He put his lawnmower to use to create and maintain a new trail leading people to Peachtree Creek. Scott is building an urban refuge in the heart of metro Atlanta and sharing trail maps with neighbors to encourage outdoor activity. He brought neighbors together through a Georgia Conservancy Greenspace Visioning program, and they now have a shared goal to connect the BeltLine and Emory through five miles of walking trails.



Each of the finalists received \$2,500 for their nonprofits of choice:

- **Joy Carter:** Atlanta Audubon Society
- **Barry Henson:** Go Outdoors USA

Scott and the two finalists were each recognized and applauded by the attendees, which included WSB-TV's leadership team and staff, previous Cox Conserves Heroes and finalists, as well as representatives from local environmental nonprofits, The Trust for Public Land and Cox Enterprises. At the event, WSB-TV also shared that it has met the Atlanta Better Buildings Challenge, nearly six years ahead of the 2020 goal.

"As a part of the Atlanta community, we take our role of sharing important stories to heart, and we're honored to recognize these great environmental volunteers," said Tim McVay, Vice President and General Manager for Channel 2 WSB-TV. "They inspire us to do our part – whether it's covering important environmental topics, participating in volunteer cleanups or cutting down on our own operations emissions. Bob, Joy and Barry show that everyone really can make a difference and inspire others to get involved."

Cox Conserves Heroes recognizes volunteers who are creating, preserving or enhancing outdoor spaces, and Scott is the program's 40th winner. Through the Cox Conserves Heroes program, nearly \$500,000 has been donated to environmental nonprofits and more than 140 volunteers have been honored.

The Cox Conserves Heroes program was created through a partnership between The Trust for Public Land and Cox Enterprises, the parent company of Channel 2 WSB-TV, to honor local conservation volunteers. Cox Conserves Heroes takes place in Arizona (Phoenix and Tucson); California (Orange County, San Diego and Santa Barbara); Georgia (Atlanta); Louisiana (Acadiana, Baton Rouge and New Orleans); Virginia (Fairfax County/Fredericksburg, Hampton Roads and Roanoke) and Washington (Seattle).

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Media Contacts:

- Kristen Anderson, The Trust for Public Land, (415) 495-4014
- Elizabeth Olmstead, Cox Enterprises, (678) 645-0762