

## **BEC Activist Jim Brobeck Honored with Earth Week Prize**

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### **\$1,000 Earth Week Prize Honors Lassen Activist Jim Brobeck for Outstanding Grassroots Environmental Stewardship in Protecting the Forests, Watersheds and Children's Health in the Lassen and North State Area**

(Oakland, CA) - The Rose Foundation for Communities and the Environment today announced the winner of the 2007 Anthony Grassroots Prize, a \$1,000 Earth Week cash award recognizing an outstanding example of grassroots environmental stewardship. The winner of the 2007 Anthony Prize is Jim Brobeck of Chico, California.

As a result of the award, \$500 grants will be made in Mr. Brobeck's name to two organizations for which he devotes countless volunteer hours, the Lassen Forest Preservation Group and the Butte Environmental Council.

For many years, Mr. Brobeck has been at the forefront of community environmental stewardship in Lassen, Tehama and Butte Counties. As a volunteer with the Lassen Forest Preservation Group, he has donated countless hours helping to lead community participation in environmental reviews of forestry projects. As a former firefighter in Butte County, he has brought his unique perspective to help disparate groups achieve consensus on difficult issues, especially around environmentally sustainable solutions to fire safety issues that impact rural communities.

Mr. Brobeck is also very active with the Butte Environmental Council and the Sacramento Valley Watershed Caucus helping local communities to monitor and model long-term groundwater trends - crucial knowledge that helps local citizens participate effectively in the sometimes contentious debate amongst water users, agricultural interests, water districts, environmental organizations and state officials. Throughout 2006, he also hosted a weekly radio show called Dialogues on KZFR, presenting well-researched, informative and entertaining segments exploring local, regional and statewide topics. In the midst of all this volunteer work, he also made time to advocate reduced pesticide use in the local schools, took personal responsibility for keeping Chico's Bidwell Park clean, and helped raise his grandchildren - often taking his granddaughters home from school on his bike - his preferred means of transportation.

Prize Committee Chair Juliette Anthony, herself a lifelong grassroots environmental activist, explained the factors that led to this year's Anthony Prize award, "We had a record number of deserving applicants, but just look at everything Jim Brobeck does. He's a voice of reason who facilitates consensus amongst diverse interests on forestry and water issues. He sets a personal example to the community by keeping the local park clean and commuting by bike or bus. And then he finds time educate the school district about pesticide use. The only thing I can't figure out is how he finds time to sleep!"

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