



FOR IMMEDIATE RELEASE

Media Contact: Jessica Jewell- (949) 726-2533; jjewell@treepeople.org



TREEPEOPLE, 43-YEAR-OLD ENVIRONMENTAL ORGANIZATION, NAMES NEW CEO

**Former California State Assembly Member Cindy Montañez Steps into Leadership Role
Alongside Founder Andy Lipkis to Meet Los Angeles' Environmental Challenges**

MARCH 3, 2016; LOS ANGELES, Calif. – Since 1973, when TreePeople was founded by 18-year-old Andy Lipkis, it has planted more than 2 million trees, educated more than 2 million young people to care for the environment and led groundbreaking work with local agencies toward a sustainable local water supply. Now, Founder and President Andy Lipkis will be joined by a new Chief Executive Officer.

-more-

Cindy Montañez assumed the TreePeople CEO position on March 1, bringing a broad leadership background and deep community roots. At a time when the organization is gearing up to meet Los Angeles' mounting challenges of unprecedented drought and tree mortality, Montañez is charged with helping achieve the vision of a thriving, healthy, climate-resilient region with an ample local water and tree canopy cover.

Montañez, who most recently served as Assistant General Manager at the Department of Water and Power, was raised in the city of San Fernando along with her five siblings by parents who were immigrants from Mexico. After matriculating at UCLA, she was elected to the San Fernando City Council, later becoming mayor. Montañez resigned from the City Council in 2002 when she won a seat in the California State Assembly. As a State Assembly Member, she was the youngest person, the first Latina, and the first Democratic woman to chair the Assembly Rules Committee. She also served as a State Commissioner on the State Unemployment Insurance Appeals Board.

"Nothing is more exciting than to be part of TreePeople's visionary leadership," Montañez says, "We are helping increase local water supply, decreasing Los Angeles' heavy reliance on imported water, providing real solutions to local communities to improve air, soil and water quality, and making Los Angeles a more environmentally just and resilient metropolis."

"As TreePeople shifts into taking our projects to full scale in Los Angeles, I'm delighted to work alongside a partner with so much passion and experience," Lipkis says.

About TreePeople

As the Los Angeles region faces historic drought and a hotter, drier future, TreePeople is uniting the power of trees, people, and nature-based solutions to grow a more climate-resilient city. The organization inspires, engages and supports Angelenos to take personal responsibility for the urban environment, facilitates collaboration among government agencies, and promotes leadership by grassroots volunteers, students and communities. In this way, TreePeople seeks to build a powerful and diverse coalition of people who together are growing a greener, shadier, healthier and more water-secure Los Angeles for present and future generations.

For further information, visit www.treepeople.org.