

**FOR IMMEDIATE RELEASE:**

**Grassroots environmental organization moves to a co-leadership model**

*Palo Alto, California - February 1, 2023* - Peninsula nonprofit Grassroots Ecology's Executive Director of 7 years, Alex Von Feldt, has recently been joined in the executive ranks by Junko Bryant, formerly the Assistant Director—making them Co-Executive Directors.

Both women have been involved with Grassroots Ecology from its inception, and both have been central to developing its strategic vision, partnerships, and programs—which engage thousands of people annually in environmental restoration, education, and job training across 10 cities and two counties.

When Grassroots Ecology incorporated as an independent nonprofit in 2016, Alex stepped up as Executive Director and Junko as Assistant Director. But as the needs of the community and the organization have shifted over the last few years, it became apparent that a shared leadership model would be a better fit for Grassroots Ecology.

“The role of Executive Director is a big one,” says Alex. “It demands not only a lot of time, but a lot of different skill sets. Junko and I share the same commitment to our mission, but we think differently and have our own unique strengths and leadership styles. We view that difference as a value add. We can fulfill the demands of this role better together.”

Says Junko about the change: “Cooperation and shared leadership have always been central to our organizational culture. We try to give all our staff opportunities to lead and to build on their strengths. Now we get to more closely embody those values.”

Board Member Lucille Glassman shares their enthusiasm for this change. "As an organization, we've been agile and adaptable, good at seizing opportunities and turning them into successes," Lucille says, "Making the best possible use of our staff is a perfect example of that adaptability. We have two strong leaders and that's the very definition of an opportunity."

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