

# Kelley Blue Book Earns Cox Conserves Chairman's Cup, Donates Funds to Nature Reserve of Orange County

**Irvine-Based Company Selected for Its Commitment to the Environment**

IRVINE, Calif., Feb. 7, 2014 /PRNewswire/ -- By developing a companywide recycling committee, making numerous sustainable building enhancements and encouraging an environmentally responsible lifestyle at work, Kelley Blue Book, [www.kbb.com](http://www.kbb.com), the leading provider of new and used car information, was selected as a recipient of the Cox Conserves Chairman's Cup, an internal program that recognizes Cox Enterprises' field locations for implementing sustainable business practices. One location is selected from each of Cox's major subsidiaries (Cox Communications, Manheim, Cox Media Group and AutoTrader Group) as a winner.

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(Logo: <http://photos.prnewswire.com/prnh/20121108/LA08161LOGO>)

The Cox Conserves Chairman's Cup recognized Kelley Blue Book for its numerous sustainability projects, such as recycling 10 waste streams, including batteries, lamps, aluminum, plastics, glass, shredded paper and e-waste. The company also installed low-flow toilets, sinks, and installed 28w lamps and motion sensors in conference rooms and offices throughout the Kelley Blue Book headquarters. As a result of this achievement, Kelley Blue Book was awarded a \$12,500 donation to a local environmental non-profit of its choice.

"As a long-standing, local organization, it's important to give back to our community and continue to support the preservation of Orange County's natural resources, and as one of the winners of the annual Cox Conserves Chairman's Cup, we have the opportunity to do both," said Jared Rowe, president of Kelley Blue Book. "All organizations can make a difference if they focus on thoughtful changes to how they operate, which helps drive real benefits to employees, customers, consumers and the community we are all part of. Our efforts not only strengthen our commitment to the environment, but with the funds awarded by Cox, we also can give back to the charity of our choice - Nature Reserve of Orange County."

Finding beneficial solutions that have an impact on the environment is a part of the Kelley Blue Book company culture, and is close to the heart of many of its employees. This particular charity was chosen to receive the donation because, similar to Kelley Blue Book, the Nature Reserve of Orange County also is local to Irvine, Calif., and because of its substantial efforts to protect 37,000 acres of open space for future generations in the central and coastal region of Orange County. The Nature Reserve of Orange County coordinates land management efforts among the public and private landowners whose parks and open space make up this unique suburban nature reserve. In addition to management, the non-profit organization also coordinates biological monitoring and research focused on wildlife animal and plant species, as well as restoring natural habitats.

"We are proud to see a local business like Kelley Blue Book doing its part to be a leader in corporate sustainability," said James Sulentich,

executive director for the Nature Reserve of Orange County. "The organization's generous donation will definitely help us continue to protect our local wildlife for the benefit of future generations."

In addition to Kelley Blue Book, Cox Enterprises operates several companies in California, including AutoTrader.com, Cox Communications, Cox Reps, Manheim, KICU-TV and KTVU-TV. Twenty-five percent of Cox Communications' energy requirements in California are produced through alternative energy.

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**About Kelley Blue Book ([www.kbb.com](http://www.kbb.com))**

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In and Suggested Retail Values, and Fair Purchase Price, which reports what others are paying for new cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book Co., Inc. is a subsidiary of AutoTrader Group, which includes AutoTrader.com, vAuto, VinSolutions and HomeNet Automotive. AutoTrader Group is a majority-owned subsidiary of Cox Enterprises.

**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 Group) and encourages Cox Enterprises' 50,000 employees and their families to engage in eco-friendly practices.

SOURCE Kelley Blue Book

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