

NEWS RELEASE
September 2, 2009

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Farmington Student Wins National Student Art Contest

Teen's Artwork is Displayed on Limited-Edition Beverage Labels; Torani to Donate Percentage of Proceeds to the Afterschool Alliance

What do coffeehouses, kitchens and afterschool programs across the country have in common? All will benefit from the artwork of a budding artist from Farmington, New Mexico. This fall, Torani Strawberry Syrup will sport a new, limited-edition art label designed by a college-bound freshman in the Farmington Public Library's Great After School Program (GASP). Eighteen-year-old Aubrey Maslen's artwork was selected from hundreds of entries submitted by afterschool students around the country, and his work was celebrated at a pizza and Italian soda party sponsored by Torani at his afterschool program today. Torani, the number one specialty syrup in North America, will donate five percent of the product's sales from September through December to the Afterschool Alliance.

"For the past five years, Torani has sponsored the Art on Labels contest for afterschool students, and we are once again delighted with the results," said Lisa Lucheta, Torani principal and family-owner. "At Torani, we pride ourselves in bringing splashes of color and creativity into people's everyday lives. The Art on Labels contest and our partnership with the Afterschool Alliance give us the opportunity to brighten many more lives, and help children everywhere be able to participate in exciting, colorful experiences after the school day ends."

"At a time when schools are cutting back on arts and other programs, Torani's leadership and support for children's creative outlets is especially important," said Afterschool Alliance Executive Director Jodi Grant. "Afterschool programs help nurture children's talents, and the vibrant student-designed labels are an excellent example of their creative expression. This contest and the Afterschool Alliance's longstanding partnership with Torani support afterschool programs that keep kids safe, inspire them to learn and help families."

Maslen has been attending GASP since 1999. This year, Maslen was named New Mexico Boys & Girls Club Youth of the Year and served on the Mayor's Teen Advisory Council. Some of the things he says he valued most in his afterschool program include the respect that exists between youth and adults and the camaraderie. "The program coordinators are always available and their encouragement is great. I would not be as confident or outgoing, and would not feel ready to go out into the world, had it not been for my afterschool program," Maslen said. "I hope other kids can have the same opportunity that I did."

The rural GASP program serves approximately 150 elementary and high school youth, offering arts enrichment, story-telling, online tutoring, Hands-on-Science classes, gaming, "booktalking," and more. "Aubrey was over the moon," said GASP Site Coordinator Flo Trujillo. "He is such

an outstanding young man, to have him receive this kind of recognition for one of his many talents is fantastic. We are so grateful to Torani for this opportunity to showcase our students' talents across the country."

This is the fifth year that Torani has sponsored the Art on Labels contest in support of afterschool. The other winner this year is from an Ohio afterschool program; she designed the label for Torani Sugar Free French Vanilla syrup.

Afterschool programs offer young people safe, enriching, fun and engaging places to spend their afternoons. Youth in afterschool programs have been shown to perform better in school and have greater expectations for the future, while children who are unsupervised in the afternoons are at greater risk of becoming involved with crime, substance abuse and teenage pregnancy.

Research conducted for the Afterschool Alliance has shown that only 19 percent of New Mexico's kindergarten to 12th grade students are in afterschool programs, while 19 percent care for themselves after the school day ends.

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The Afterschool Alliance is a nonprofit public awareness and advocacy organization working to ensure that all children have access to quality afterschool programs. More information is available at www.afterschoolalliance.org

Torani/R. Torre & Company - For over 80 years, familiar Torani labels in bold shades of red, gold and blue have been visible in coffeehouses, restaurants and consumer kitchens. Torani, the premier brand of R. Torre & Company, is the number one flavored specialty syrup in North America and its products have spanned generations and inspired creativity. For more information or recipe inspiration, visit www.torani.com or call 800-775-1925.