

NEWS RELEASE
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CONTACT: Johanna Diaz
202/371-1999

Parma 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 Parma, Ohio. This fall, Torani Sugar Free French Vanilla Syrup will sport a new, limited-edition art label designed by a high school freshman in the Young Rembrandts, Greater-Cleveland West afterschool program. Fourteen-year-old Ashley Jordan's artwork was selected from hundreds of entries submitted by afterschool students around the country, and her work will be celebrated at a pizza and Italian soda party sponsored by Torani with her afterschool program tomorrow. 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."

Jordan has been attending Young Rembrandts since 2006. This year, Jordan participated in an advanced class, which sharpened her already-keen artistic talent. "She was incredibly talented when she started," said Michelle Hess, Master Teacher for Young Rembrandts, Greater-Cleveland West. "She's very quiet and very modest, and winning the Art on Labels contest has really brought out her confidence. Her jaw dropped when she heard she'd won."

"I just got creative and tried to make the colors pop," said Jordan of her winning chalk pastel hummingbird artwork. Without the afterschool program, "I don't think I'd be as creative with my drawing, and I don't think I'd try my hardest," said Jordan. She credits the caring adults at her program for providing confidence and motivation. "Without afterschool programs, kids

might not be able to do something that they like to do. They might not feel motivated and might not try,” she added.

Young Rembrandts Greater-Cleveland West provides afterschool art classes for students in elementary and middle school. In 2007, another Young Rembrandts student of the Westlake program won the Torani Art on Labels contest, creating the design for Italian Egnog syrup. Last year, a Young Rembrandts student designed the Afterschool Alliance’s national *Lights On Afterschool* poster.

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 a New Mexico afterschool program; he designed the label for Torani Strawberry 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 seven percent of Ohio’s kindergarten to 12th grade students are in afterschool programs, while 28 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.