



Afterschool Alliance

NEWS RELEASE
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Los Angeles Student Wins National Student Art Contest

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

The artwork of a budding Los Angeles artist will be on display in coffeehouses and kitchens throughout the country, promoting flavorful beverages and serving a good cause as well. This fall, Torani Ginger Spice syrup will sport a new, limited-edition art label designed by Woodcraft Rangers student Nathaly Campos, 13, of LA Academy Middle School. The student's artwork was selected from hundreds of entries submitted by afterschool students around the country, and her work was celebrated at a soda party sponsored by Torani at her school 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.

"This is the third year that 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. "For more than 80 years, Torani has been adding splashes of color to people's lives, just as the Afterschool Alliance helps give children everywhere the chance to participate in exciting, colorful experiences after the school day ends. Ours is a natural partnership and Torani is proud to support afterschool programs."

"Torani is helping to enrich children's lives, and is a real champion of afterschool programs. These student-designed art labels provide a wonderful venue to showcase children's talent, which is developed and nurtured in afterschool programs," said Afterschool Alliance Executive Director Jodi Grant. "This special collaboration with Torani has been key to helping spread the word that all families need quality afterschool programs to keep kids safe, inspire them to learn and help working families."

Campos, an eighth-grader at LA Middle School Academy who entered the contest through her afterschool program, said she was very happy that her drawing won the contest.

"Woodcraft is delighted to have member of our program win this contest!" said Cathie Mostovoy, Woodcraft Rangers' Chief Executive Officer. "Young people living in the inner city today have many choices for their free time, including dangerous options such as joining gangs, using drugs and/or engaging in early sexual activity. Creativity is required to capture and hold their attention, and to channel their energies into positive directions. Woodcraft's Nvision After

School Program provides constructive alternatives for youth after school, when too many would otherwise be roaming the streets, putting themselves, their families and neighbors at risk.”

This is the third year that Torani has sponsored the Art on Labels contest in support of afterschool. Three other winners designed labels for Torani “Italian Eggnog” syrup, Torani Pomegranate syrup, and Torani Peppermint syrup in Ohio, Rhode Island, and Texas respectively.

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 12 percent of California’s kindergarten to 12th grade students are in afterschool programs, while 22 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.