



# Afterschool Alliance

**NEWS RELEASE**

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## **Torani Chooses Four Winners in National Student Art Contest**

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

The artwork of budding student artists in California, Ohio, Rhode Island and Texas is 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, Torani "Italian Eggnog" syrup, Torani Pomegranate syrup and Torani Peppermint syrup sport new, limited-edition art labels designed by students in afterschool programs. The students' artwork was selected from hundreds of entries submitted by afterschool students around the country, and their work was celebrated at Italian soda parties sponsored by Torani at their schools and afterschool programs. 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."

The labels were designed by Woodcraft Rangers student Nathaly Campos, 13, of Los Angeles, California; Young Rembrandts student Jessica Hook, nine, of Westlake, Ohio; RiverzEdge Arts Project student Latia Drayton, 15, of Woonsocket, Rhode Island; and Cooperative for After-School Enrichment (CASE) student Leonard Smith, 11, of the Kruse Camp afterschool program in Pasadena, Texas.

Now in fifth grade, Smith says his favorite part of the afterschool program is drawing and that winning the contest was “great. I just thought it was awesome that I finally got to be noticed,” he added.

“Woodcraft is delighted to have a member of our program win this contest!” said Woodcraft Rangers’ Chief Executive Officer Cathie Mostovoy. “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.

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 nationwide only 11 percent of kindergarten to 12<sup>th</sup> grade students are in afterschool programs, while 25 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](http://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](http://www.torani.com) or call 800-775-1925.*