



Afterschool Alliance

NEWS RELEASE

October 4, 2007

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Westlake 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 Westlake 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 "Italian Eggnog" syrup will sport a new, limited-edition art label designed by Young Rembrandts student Jessica Hook, age nine, of Westlake. Her 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 the Westlake Recreation Department 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."

Hook, a fourth-grader who entered the contest through her afterschool program, said she was very happy that her drawing won. "I really couldn't believe it at first," she said, adding that her afterschool program has allowed her to improve her drawing and gives her something to do other than "sitting around watching TV."

"This is quite a coup!" said Sandy Smith, Master Instructor for the Young Rembrandts program, of Hook's win. "When you have bored kids, that's a scary thing. In our program, I can see them progress and by the end of the period they feel very confident about their drawing skills. Their self esteem, organization and listening skills all improve. And they have fun."

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 Ginger Spice syrup, Torani Pomegranate syrup, and Torani Peppermint syrup in California, 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 seven percent of California'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.