



Afterschool Alliance

NEWS RELEASE
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Woonsocket 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 Woonsocket 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 Pomegranate syrup will sport a new, limited-edition art label designed by RiverzEdge Arts Project student Latia Drayton, age 15. 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 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.

"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."

Now in tenth grade, Drayton says she loves that her afterschool program offers many activities and outdoor projects. She was "shocked" to learn that her drawing won the contest. "I like being in this afterschool program because I get a lot inspiration, and I love sharing my ideas with everyone," she added.

Students in the RiverzEdge Arts program are taught art, design and business skills. "Having a national award winner speaks a lot to the quality of the art and design skills taught through the RiversEdge program," said Brad Fesmire, Program Director for RiverzEdge Arts Project. "Latia

was pretty shocked when she found out she won the contest. Having one of our students win this contest is amazing.”

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 “Italian Eggnog” syrup, and Torani Peppermint syrup in California, Ohio, 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 18 percent of Rhode Island’s kindergarten to 12th grade students are in afterschool programs, while 17 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.