



MEDIA ALERT
November 3, 2008

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Local Winner of National Student Art Contest To be Honored by Major Beverage Company on Wednesday

Thanks to Torani, the maker of the number one specialty syrup in North America, ten-year-old Cassandra Vallejo of the African American Art & Culture Complex afterschool program is about to become a nationally-known artist. Beginning this fall, Torani Raspberry syrup will sport a new, limited-edition art label designed by Vallejo, whose art was chosen from hundreds of entries from afterschool students all across the country. To celebrate Vallejo's win, Torani will host a *Torani Soda Party* at her afterschool program.

**Wednesday, November 5
5:00 PM**
African American Art & Culture Complex
762 Fulton Street
San Francisco

Torani is highlighting the importance of afterschool programs nationwide by promoting the artwork of children in afterschool programs on limited-edition beverage labels. The company will donate five percent of the sales of the limited edition bottles from September through December 2008 to the Afterschool Alliance. This is the fourth year Torani has sponsored the Art on Labels project in support of afterschool. One other winner designed a label for Torani Sugar Free Raspberry syrup this year, and he is based in Virginia.

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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.