



MEDIA ALERT
August 19, 2005

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Major Beverage Company to Honor Local Winner of National Student Art Contest on Tuesday

Thanks to the maker of the number one specialty syrup in North America, ten-year-old Aaron Martinez of Tucson, a student at the Y.E.S. afterschool program at Walter Douglas Elementary School, is a nationally-known artist. For a limited time, Torani Peppermint syrup will sport a new, limited-edition art label designed by Martinez and chosen from hundreds of entries from students all across the country. To celebrate Martinez' win, Torani will host a *Soda Party* at:

**3:30 PM Tuesday, August 23
Walter Douglas Elementary School
3302 N. Flowing Wells Road, Tucson AZ**

Following the *Torani Soda Party*, the Flowing Wells District School Board will convene to recognize Torani's efforts in promoting after school programs. Regional Sales Manager Jim Zimbardo will represent Torani at the meeting, which will be held at:

**6:00 PM Tuesday, August 23
Flowing Wells School District Board Room
1556 West Prince Road, Tucson AZ**

Torani is highlighting the importance of afterschool programs nationwide by promoting the artwork of children in after school programs on limited-edition beverage labels. The company will donate five percent of the sales of the limited edition bottles from August through December 2005 to the Afterschool Alliance.

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The Afterschool Alliance is a nonprofit public awareness and advocacy organization supported by a group of public, private, and nonprofit entities working to ensure that all children and youth have access to afterschool programs by 2010. 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.