



NEWS RELEASE
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Tucson Youth 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

WASHINGTON, D.C. – Torani Peppermint syrup, used in cafes and home kitchens around the country, sports a new, limited-edition art label designed by ten-year-old Aaron Martinez of the Y.E.S. afterschool program at Walter Douglas Elementary School. The Tucson student's artwork was selected from hundreds of entries submitted by afterschool students around the country. Torani, the number one specialty syrup in North America, will donate five percent of the product's sales from August through December to the Afterschool Alliance.

"For 80 years, Torani has been adding color and creativity to life," said Lisa Lucheta, Torani principal and family-owner. "The Afterschool Alliance is committed to bringing colorful experiences to children, which is why they are a perfect partner for Torani. We are proud to support afterschool programs."

"Torani is doing a tremendous amount to raise awareness about the wonderful, creative opportunities that afterschool programs give our children," said Afterschool Alliance Executive Director Jodi Grant. "The company's generosity will help spread the word that afterschool programs provide a safe place for students while their parents work in the afternoons, and give kids creative, educational opportunities that many don't get during school hours. We need to make afterschool programs available to all families."

Martinez entered the contest through his afterschool program. "Aaron was in disbelief that he won," said Y.E.S. site supervisor June Yubeta. "He is a quiet, shy boy who doesn't say much or show much emotion but, on this day, he lit up like a light bulb. Aaron is excited for school to start, and to have Torani sponsor a party for students in his honor."

Research conducted for the Afterschool Alliance found that only 12 percent of Arizona's kindergarten to 12th grade students are in afterschool programs, while 30 percent care for themselves after the school day ends. Fully one-third of children from working families, where both parents or the single parent holds a job, are unsupervised in the afternoons.

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Add One

The Flowing Wells School Board will meet on August 23 at 6:00 p.m. to recognize Torani's efforts in promoting after school programs, with Regional Sales Manager Jim Zimbardo representing Torani.

In honor of Martinez, the company will also host a pizza and soda party that afternoon for students in his afterschool program at Walter Douglas Elementary.

"I still can't believe I won! I threw away my first picture, because I didn't think I could make anything nice," Martinez said of the creative process. "And I was about to throw away the second one, but my friends at Y.E.S. told me to send it in, that it was nice, and that's the one they liked."

Torani selected another afterschool student winner, Daniel Saldana from a Fort Worth, Texas afterschool program, whose artwork is displayed on the Raspberry syrup label.

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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.