



Afterschool Alliance

NEWS RELEASE
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Newport News Student Wins National Student Art Contest

6-Year-Old's Artwork is Displayed on Limited-Edition Beverage Labels; Torani to Donate Percentage of Proceeds to the Afterschool Alliance

A budding artist from Newport News will have his artwork on display in coffeehouses and kitchens throughout the country, promoting flavorful beverages and serving a good cause as well. This fall, Torani Sugar Free Raspberry Syrup will sport a new, limited-edition art label designed by a six-year-old in the Hidenwood Youth Program's afterschool program of Newport News Parks, Recreation and Tourism. The student's artwork was selected from hundreds of entries submitted by afterschool students around the country, and his work was celebrated at a pizza and soda party sponsored by Torani at his 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 fourth 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 works to 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 a real champion of afterschool programs, helping to enrich children's lives," said Afterschool Alliance Executive Director Jodi Grant. "The student-designed labels help showcase children's talent which is developed and nurtured in afterschool programs. This contest and our partnership with Torani have helped spread the word that all families need quality afterschool programs to keep kids safe, inspire them to learn and help working families."

Now in first grade, Jonathan's mother, Adrienne, says his favorite part of the before- and afterschool program is getting to socialize with the other children. "The program is awesome," she said. "It keeps him learning – even before he gets to school," adding that, as a single working mother, the program is a "lifesaver."

"He was as excited as a five-year-old can get," said Recreation Center Supervisor William Minor of Jonathan's win. Jonathan was five when he entered the contest. Minor said the program, which serves children in kindergarten through grade five, keeps children safe and healthy and builds character by encouraging them to make better choices in life. "Jonathan is a great kid who

always puts a smile on our faces,” added Minor. “He was shocked to learn that something he had done won the contest.”

This is the fourth year that Torani has sponsored the Art on Labels contest in support of afterschool. The other winner this year is from a San Francisco afterschool program; she designed the label for Torani Raspberry syrup.

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 nine percent of Virginia’s kindergarten to 12th grade students are in afterschool programs, while 27 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 coffeeshouses, 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.