

MEDIA ALERT
September 2, 2009

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

Thanks to Torani, the maker of the number one specialty syrup in North America, high school freshman Ashley Jordan of the Young Rembrandts, Greater-Cleveland West's afterschool program is about to become a nationally-known artist. Beginning this fall, Torani Sugar Free French Vanilla syrup will sport a new, limited-edition art label designed by Jordan, whose art was chosen from hundreds of entries from afterschool students all across the country. To celebrate Jordan's win, Torani will host a *Pizza and Italian Soda Party* at her afterschool program.

Saturday, September 5

3:30 to 5:00 PM

Parmatown Mall

Mall Conference Center

(Next to the Parma Recreation Center or across from Y-Express)

7899 West Ridgewood Drive

Parma, OH

Torani is highlighting the importance of afterschool programs nationwide by promoting the artwork of children and youth 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 2009 to the Afterschool Alliance. This is the fifth year Torani has sponsored the Art on Labels project in support of afterschool. One other winner designed a label for Torani Strawberry syrup this year, and he is based in New Mexico.

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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.