



**Quaker Chewy Contacts:**

Denise Lauer  
Quaker Foods & Snacks  
312-821-2054  
[denise.lauer@pepsico.com](mailto:denise.lauer@pepsico.com)

Erin Aquino  
Edelman Public Relations  
312-297-7418  
[erin.aquino@edelman.com](mailto:erin.aquino@edelman.com)

**QUAKER CHEWY TEAMS UP WITH PLATINUM RECORDING ARTIST JORDIN SPARKS AND THE  
AFTERSCHOOL ALLIANCE TO SUPPORT AFTERSCHOOL PROGRAMS**  
*Celebrity Song Lists Inspire and Motivate Afterschool Activities*

CHICAGO (September 22, 2010) – As America heads back-to-school this fall, Quaker Chewy Granola Bars is teaming up with Jordin Sparks and the nonprofit organization, Afterschool Alliance, to raise awareness of the importance of afterschool programs. Sparks is lending her voice to the Quaker Chewy Afterschool Rocks campaign to help generate support for afterschool programs and fuel activities with snacks made with whole grain to give kids a great start to the new school year.

Jordin Sparks, 20-year-old Grammy nominated platinum recording artist and Broadway star, is joining the Quaker Chewy Afterschool Rocks effort to bring attention to the need for safe, secure and motivating afterschool programs for all kids. Sparks is kicking off the Quaker Chewy Afterschool Rocks Campaign today by visiting students in New York to inspire more parents and kids to participate in quality afterschool programs. She also is offering her own personalized downloadable song list at [www.QuakerOats.com/afterschoolrocks](http://www.QuakerOats.com/afterschoolrocks) to help parents energize afterschool activities through music.

"I'm thrilled to join Quaker Chewy and the Afterschool Alliance in raising awareness of the importance of afterschool programs," said Sparks. "I hope that my music can inspire healthy lifestyles, balanced nutrition and physical activity for kids participating in afterschool programs."

**Get Involved in Afterschool**

Quaker Chewy has put together a must-see music library of more than 250 songs from over 70 artists, including Jordin Sparks, Gloriana and Jason Derulo. Quaker Chewy encourages parents to visit [www.QuakerOats.com/afterschoolrocks](http://www.QuakerOats.com/afterschoolrocks) to download songs and learn how to get their kids involved in afterschool programs. Parents can get codes for two free song downloads from the Afterschool Rocks music library by purchasing specially-marked boxes of Quaker Chewy Granola Bars.

The Quaker Chewy Afterschool Rocks Campaign will help more than 25,000 afterschool programs nationwide get access to vital resources.

(more)

“The Quaker Chewy Afterschool Rocks Campaign is all about helping parents and children make smart choices, from afterschool snacks to afterschool activities,” said Bill Fiely, senior manager of Quaker Snack Bars. “By collaborating with Jordin Sparks and the Afterschool Alliance, we can continue to build support for quality afterschool programs that give children opportunities to learn and grow.”

The Afterschool Alliance is the nation’s leading voice for afterschool programs. While 8.4 million children participate in afterschool programs, more than 15 million children are alone and unsupervised after the school day ends due to a lack of affordable programs. The Afterschool Alliance is dedicated to ensuring that all children have access to quality programs, especially in underserved communities.

“Quality afterschool programs are vital to the success and wellbeing of children and families across the country,” said Jodi Grant, executive director of the Afterschool Alliance. “Every child deserves the opportunity to excel in life and through our partnership with Quaker Chewy; we are making strides to provide affordable programs for all families.”

### **Quaker Chewy Granola Bars**

Quality afterschool programs and wholesome snacks go hand-in-hand. Research shows nearly 90 percent of children ages 4 to 13 consume less than one serving of whole grains per day<sup>1</sup>. A single serving of whole grains equals 16 grams of whole grain. The USDA recommends making half of your daily intake of grains whole and further recommends that the average American consume at least 3 servings (48 grams) of whole grains per day.

As the Official Snack of Afterschool, Quaker Chewy Granola Bars are a delicious and convenient snack option. With 8 grams of whole grains in each Quaker Chewy Granola Bar, children receive half a serving of whole grains in one bar. Quaker Chewy Granola Bars come individually wrapped and contain no high fructose corn syrup, making them a great afterschool snack moms feel good about serving.

### **About Afterschool Alliance**

The Afterschool Alliance is a nonprofit public awareness and advocacy organization working to ensure that all children and youth have access to quality afterschool programs. The nation's leading voice for afterschool, the Afterschool Alliance is the only organization dedicated to raising awareness of the importance of afterschool programs and advocating for more afterschool investments. The Afterschool Alliance works with the Administration, the U.S. Congress, governors, mayors and advocates across the country. Its network spans 26,000 afterschool program partners. For more information, please visit [www.afterschoolalliance.org](http://www.afterschoolalliance.org).

### **About Quaker Oats**

The Quaker Oats Company has been a leading, trusted company for 133 years, providing the whole grain goodness of oats across multiple hot and cold varieties from oatmeal to cereals and snack bars such as Quaker Life and Quaker Chewy Granola Bars. The Quaker Oats Company, headquartered in Chicago, is a unit of PepsiCo, Inc., one of the world's largest consumer packaged good companies. For more information, please visit [www.QuakerOats.com](http://www.QuakerOats.com).

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<sup>1</sup> Harnack L, Walters SA, Jacobs DR Jr. Dietary intake and food sources of whole grains among US children and adolescents: Data from the 1994-1996 Continuing Survey of Food Intakes by Individuals. *J Am Diet Assoc.* 2003; 103:1015-1019.