



GLORIANA TEAMS UP WITH QUAKER CHEWY AND THE AFTERSCHOOL ALLIANCE FOR AFTERSCHOOL ROCKS CAMPAIGN

September 23, 2010 – ACM Awards Top New Vocal Group winners and AMA Award winners Gloriana have teamed up with Quaker Chewy Granola Bars and the nonprofit organization, Afterschool Alliance, to help raise awareness about the importance of afterschool programs through the Quaker Chewy Afterschool Rocks campaign.

“Gloriana was a natural fit as a featured artist for the Quaker Chewy Afterschool Rocks campaign because of their personal experiences with -- and support for -- afterschool programs,” said Bill Fiely, senior manager of Quaker Snack Bars. “We hope Gloriana’s music and behind-the-scenes videos will help to inspire and energize a new generation of afterschool activities.”

The Quaker Chewy Afterschool Rocks campaign builds support for affordable, quality afterschool programs that give children opportunities to learn and grow. To help energize afterschool activities, Quaker Chewy has pulled together a must-see music library at www.quakeroats.com/afterschoolrocks, which features more than 250 songs from over 70 artists, including Gloriana, Jordin Sparks, and Jason Derulo. 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.

Gloriana, who were chosen to represent country music for the Quaker Chewy Afterschool Rocks campaign, recorded several exclusive videos that give fans an inside look into how they each stay active, how they came to be in a group together, and much more. Parents can check out these videos with their families as well as download 5 featured Gloriana tracks including “How Far Do You Wanna Go?,” “If Your Leavin’,” and “The Way It Goes” by visiting www.QuakerOats.com/afterschoolrocks.

The Quaker Chewy Afterschool Rocks Campaign will help more than 25,000 afterschool programs nationwide get access to vital resources. The Afterschool Alliance is the nation’s leading voice for afterschool programs, and is dedicated to ensuring that all children have access to quality programs, especially in underserved communities. 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.

Gloriana is out on their *Long Hot Summer Tour 2010* through the Fall. The foursome have started working on their second album. For more information on Gloriana please visit: www.gloriana.com.

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.

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.

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