



MEDIA ALERT
September 21, 2012

CONTACT: [Luci Manning](#) or Beth Colby
202/371-1999 or 603/744-6006

Bristol, NH to Celebrate Award-Winning Young Artist

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

Thanks to Torani, the maker of the number one specialty syrup in North America, 16-year-old Elora Scimone from the Art Club at Newfound Regional High School is about to become a nationally-known artist. Beginning this fall, Torani Sugar Free French Vanilla syrup will sport new, limited-edition art label designed by Elora, whose art was chosen from hundreds of entries from afterschool youth all across the country. To celebrate the win, Torani will host a *Pizza and Italian Soda Party* at Elora's afterschool program.

Tuesday, September 25

5:30 PM

Newfound Regional High School

150 Newfound Road,
Bristol, NH

Special Guests Will Include:

Newfound Area School District Superintendent Marie Ross

Bristol Police Chief Michael Lewis

Newfound Regional High School Principal Michael O'Malley

New Hampshire Department of Education 21st Century Community Learning Center Coordinator

Suzanne Birdsall

Torani Sales Director of National Accounts in the East Moira McGavin

Torani is highlighting the importance of afterschool programs nationwide by promoting the artwork of children and youth who attend these programs on limited-edition beverage labels. The company will donate five percent of sales of Torani Raspberry and Torani Sugar Free French Vanilla with limited edition labels from September through December of this year to the Afterschool Alliance. This is the eighth year Torani has sponsored the Art for Kids project in support of afterschool.

#

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.