

NEWS RELEASE
September 25, 2012

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Torani Chooses Winners in National Student Art Contest

California and New Hampshire Students' Artwork Displayed on Limited-Edition Beverage Labels



The artwork of budding student artists in San Francisco, California, and Bristol, New Hampshire, is on display in coffeehouses and kitchens throughout the country, promoting flavorful beverages and serving a good cause as well. This fall, Torani Sugar Free French Vanilla and Torani Raspberry are sporting new, limited-edition art labels designed by students in afterschool programs. The students' artwork was selected from hundreds of entries submitted by afterschool students around the country. 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.

Torani's Sugar Free French Vanilla syrup label was designed by 16-year-old Elora Scimone from Newfound Regional High School's Art Club and the Raspberry syrup label was designed by Benny Tran. At the time the drawing was submitted to the contest last spring, Tran attended the afterschool program at Aptos Middle School in San Francisco. Tran currently attends Pacifica High School.

"Year after year we are so impressed by the fantastic art created by youth in afterschool programs," said Lisa Lucheta, Torani principal and family-owner. "Torani has a long history of bringing splashes of color and creativity into people's everyday lives. We are thrilled that our partnership with the Afterschool Alliance and the Art for Kids contest allows us to brighten many more lives, and helps young people throughout the country participate in exciting, colorful experiences after the school day ends."

"We have been saddened to see so many schools cut back on the arts and limit creative opportunities for students as budgets have tightened. Afterschool programs have always embraced the arts, often supplementing or even replacing arts programs in schools," said Afterschool Alliance Executive Director Jodi Grant. "Sadly, recent cuts have meant that, in many school systems, afterschool programs are one of the few outlets left to nurture the creative talents of students. That is why we are especially happy to be able to partner with Torani on Art for Kids. These colorful labels provide a perfect way to showcase the talent nurtured in

afterschool programs. This contest and Torani's remarkable generosity support afterschool programs that keep kids safe, inspire them to learn and help working families."

Before participating in Art Club, Scimone said she was "bored a lot" after school. She said she wasn't old enough to have a job, so would be home alone. "Art Club gives me something productive to do with my time. I'm not just sitting at home. It helps me get help in furthering my art skills," she added.

Torani's Art for Kids contest supports afterschool programs, which 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.

Afterschool programs are under intense pressure. The Afterschool Alliance's [*Uncertain Times*](#) survey project, the only research effort to examine how the economy affects afterschool programs, found that nearly two in five afterschool programs (39 percent) report that their budgets are in worse shape today than at the height of the recession in 2008. More than three in five afterschool programs (62 percent) report that their funding is down "a little or a lot" from three years ago. Even in communities where local economies and program funding are faring better, program leaders express significant concern about their financial outlook and their inability to reach all children who need afterschool.

Research conducted for the Afterschool Alliance finds that each afternoon across the country 15 million children--more than a quarter of our children--are alone and unsupervised after school. The parents of 18 million would enroll their children in an afterschool program, if one were available.

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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 more than 85 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.