



# Afterschool Alliance

**NEWS RELEASE**  
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## **San Francisco Student Wins Torani National Student Art Contest**

### ***10-Year-Old's Artwork is Displayed on Limited-Edition Beverage Labels; Torani to Donate Percentage of Proceeds to the Afterschool Alliance***

A budding artist from San Francisco will have her artwork on display in coffeehouses and kitchens throughout the country, promoting flavorful beverages and serving a good cause as well. This fall, Torani Raspberry Syrup will sport a new, limited-edition art label designed by ten-year-old Cassandra Vallejo of the African American Art & Culture Complex's afterschool program. The student's artwork was selected from hundreds of entries submitted by afterschool students around the country, and her work was celebrated at a soda party sponsored by Torani at her afterschool program today. 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.

"This is the fourth year that Torani has sponsored the Art on Labels contest for afterschool students, and we are once again delighted with the results," said Lisa Lucheta, Torani principal and family-owner. "For more than 80 years, Torani has been adding splashes of color to people's lives, just as the Afterschool Alliance works to give children everywhere the chance to participate in exciting, colorful experiences after the school day ends. Ours is a natural partnership, and Torani is proud to support afterschool programs."

"Torani is a real champion of afterschool programs, helping to enrich children's lives," said Afterschool Alliance Executive Director Jodi Grant. "The student-designed labels help showcase children's talent which is developed and nurtured in afterschool programs. This contest and our partnership with Torani have helped spread the word that all families need quality afterschool programs to keep kids safe, inspire them to learn and help working families."

"Cassandra's face lit up and she jumped for joy," said African American Art & Culture Complex Youth Programs Coordinator Chantal Reynolds of Vallejo's win. Reynolds said this recognition is very meaningful for Vallejo because "this is the first time she has won an award for an extracurricular activity, and with this she's learned she has other talents. She's very bright and has always gotten straight A's. I expect to see a lot from her, she's really going to be somebody."

The program, which serves children in kindergarten through grade twelve, provides a safe space where children can explore enriching activities such as drama, film, dance, and visual arts. It also

has a recording studio, which is what “pulls the high school kids in,” added Reynolds. “There’s a lot of trouble kids could get into around here. The Center offers a safe haven, and many of the children come because they like the adults and the attention they get here.”

This is the fourth year that Torani has sponsored the Art on Labels contest in support of afterschool. The other winner this year is from an afterschool program in Virginia; he designed the label for Torani Sugar Free Raspberry syrup.

Afterschool programs 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.

Research conducted for the Afterschool Alliance has shown that only 12 percent of California’s kindergarten to 12<sup>th</sup> grade students are in afterschool programs, while 22 percent care for themselves after the school day ends.

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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](http://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](http://www.torani.com) or call 800-775-1925.*