



MEDIA ALERT
September 23, 2010

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

Thanks to Torani, the maker of the number one specialty syrup in North America, eighth-grader Savannah Lesser of the Farmington Public Library (Bayless Library Branch @ Boys & Girls Club of Farmington) Great After School Program (GASP) is about to become a nationally-known artist. Beginning this fall, Torani Sugar Free French Vanilla syrup will sport a new, limited-edition art label designed by Lesser, whose art was chosen from hundreds of entries from afterschool students all across the country. To celebrate Lesser's win, Torani will host a *Pizza and Italian Soda Party* at her afterschool program.

Monday, September 27

4:00 to 5:00 PM

Boys & Girls Club of Farmington
1825 19th Street
Farmington, NM

Special Guests Will Include:

Lisa Lucheta, Torani San Francisco

Mayor Pro-Tem Dan Darnell

Regional Boys & Girls Club Director, Jon Farr

New Mexico Out of School Time Network Director, Michael Lujan

Rio Grande Educational Collaborative (RGEC) 21st Century Director, Mike Silva

Torani is highlighting the importance of afterschool programs nationwide by promoting the artwork of children and youth in afterschool programs on limited-edition beverage labels. The company will donate five percent of the sales of the limited edition bottles from September through December 2010 to the Afterschool Alliance. This is the sixth year Torani has sponsored the Art for Kids project in support of afterschool. One other winner designed a label for Torani Raspberry syrup this year, and she is based in Ohio.

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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 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.