



Media Advisory:  
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## **THORNTONS TO SELL \$1 PINK RIBBONS IN OCTOBER**

*100% of Proceeds go to the Fight Against Breast Cancer*

**Louisville, KY, October 4, 2011** As part of Thorntons commitment to Breast Cancer Awareness, during the month of October, all Thorntons store locations will sell pink ribbons for \$1; with 100% of the proceeds going towards the fight against Breast Cancer.

Another way customers can help Thorntons Support the Cause is by purchasing a cup of coffee in Thorntons NEW Pink Cause coffee cup, or pick up a bottle of *Living Life Natural Spring Water*; a portion of the proceeds from each sale will go towards Breast Cancer Awareness.

“Breast cancer is a deadly disease that has affected the lives of many of our family members, friends, colleagues, and customers,” states Matt Thornton, President and Chief Executive Officer of Thorntons. “At Thorntons, we are passionate about building awareness and supporting Breast Cancer Research whenever possible.”

In 2006, Thorntons created *Living Life Natural Spring Water*, and a portion of each bottle or case of water sold goes towards the fight against breast cancer. Since Thorntons first began the Pink Ribbon Campaign in October 2007, customers have donated over \$100,000 for this cause. To date, Thorntons has raised over \$260,000 for Breast Cancer Research and Support.

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Founded by Kentucky native James H. Thornton in 1971, Thorntons Inc. is one of the leading independent gasoline and convenience chain retailers in the U.S., currently operating throughout the Midwest under the brand name **Thorntons**. With over \$1.4 billion in revenue, **Thorntons** is one of largest privately held corporations in the Commonwealth of Kentucky. Headquartered in Louisville, Kentucky, Thorntons operates 162 gasoline and convenience stores, car washes and travel plazas in five states: Kentucky, Illinois, Indiana, Ohio, and Tennessee. Thorntons distributes its petroleum products through its wholly owned Thornton Transportation Company and operates a river bulk storage terminal in Louisville. For more information visit [www.thorntonsinc.com](http://www.thorntonsinc.com) and follow us on Facebook at [www.facebook.com/thorntonsinc](http://www.facebook.com/thorntonsinc) and Twitter at [www.twitter.com/thorntonsinc](http://www.twitter.com/thorntonsinc).