

**MEDIA PHOTO OPP** 

Friday September 23, 2016

**MEDIA CONTACT:** 

**Thorntons** 

Erin Jones erin@inmodemarketing.com 502.774.0767



Thorntons Opens Kitchen and 20<sup>th</sup> store offering Unleaded15<sup>™</sup> in Waukegan, IL In addition, partners with Community Action Partnership of Lake County for the Grand Opening TODAY at 10 a.m.

**WHAT**: Thorntons Inc., is proud to announce the opening of its newest store at 3233 Grand Avenue Waukegan, IL 60085. To celebrate, there will be an official ribbon cutting and check presentation to Community Action Partnership of Lake County; their mission is to reduce the causes and effects of poverty, promote self-sufficiency of individuals and families with low incomes and improve the standard of living in Lake County, IL.

WHEN: Ribbon Cutting Ceremony and Check Presentation will take place on

TODAY at 10 a.m. (CDT)

WHO: Ed Bitondo, Director of Store Operations-Northern Division, Thorntons Inc.

Debi Kiddle Executive Director, City of Waukegan Chamber of Commerce

Mary Lockhart White, Executive Director/CEO, Community Action Partnership of Lake County

WHERE: Thorntons, 3233 Grand Avenue Waukegan, IL 60085

**MORE**: Along with the ribbon cutting ceremony, guests can enjoy hot breakfast, lunch and snack items that are prepared fresh on-site every single day, in addition to a variety of traditional, delicious roller grill items. For breakfast, guests can pick up hot sandwiches such as a Sausage Egg and Cheese Biscuit, a Ham Egg and Cheese Croissant, or a Bacon Egg and Cheese Burrito, among other great choices. Breakfast is served until 10:30 a.m. Lunch options include: Pepperoni Pizza sticks, Cheeseburgers, Buffalo Ranch Chicken Burrito, and Crispy Chicken Tenders. For everyday snacks, guests can enjoy fresh selections such as soft pretzels and mini corn dogs. The new hot food selections are in addition to fresh fruit, gourmet deli sandwiches, yogurt parfaits, and more.

The first 100 people to Thorntons beginning at 6 a.m., TODAY, will receive a new Refreshing Reward card pre-loaded with prizes. If you already have a card, you can still receive a new one to see if you are a lucky Grand Opening Winner. One lucky guest will win gas for a year.

During the first ten days after opening, Thorntons will be sampling fresh, hot food items right from the kitchen. Guests are encouraged to stop by daily to discover the variety of new foods available.

Thorntons introduced Unleaded15 in the Spring, Thorntons' branded E15 fueling option, to guests in its Chicago area market. Unleaded15 (up to 15% ethanol, 85% gasoline) provides an octane rating of 88, and is the most widely-tested fuel ever introduced to consumers. It is approved by the EPA for use in model year 2001 or newer cars, light duty trucks, SUV's and Flex Fuel™ vehicles. This renewable fuel source helps to reduce carbon emissions, helps promote cleaner air, boosts the United States economy, creates jobs, and reduces foreign oil imports. This store opening means there are now 20 stores in the Chicago area offering this renewable fuel.

Thorntons has partnered with Prime the Pump, the Illinois Department of Commerce & Economic Opportunity, the Illinois Corn Marketing Board, and the Illinois Renewable Fuels Association to add Unleaded<sup>15</sup> to stores in the Chicagoland area.

###

## **About Thorntons:**

Founded by James Thornton in 1971, the company has been recognized as one of the top independent convenience store chains in the nation. Based in Louisville, Kentucky, Thorntons currently operates 186 stores that provide fresh foods, high quality beverages and fuel in six states: Kentucky, Illinois, Indiana, Ohio, Tennessee and Florida. Thorntons' mission is not only to provide top of the line food and beverages, but makes giving back a top priority in every market. Learn more about Thorntons by visiting www.thorntonsinc.com. Follow us on Facebook at www.facebook.com/thorntonsinc and Twitter at www.twitter.com/thorntonsinc.

## **About Refreshing Rewards®:**

Launched in 2014, Thorntons Refreshing Rewards® is a loyalty program that provides guests with discounts on gas and rewards based on the number of visits, not the dollar amount spent. More than 1.5 million guests are already registered. Learn more about Thorntons Refreshing Rewards® at www.thorntonsinc.com.

Thorntons and Refreshing Rewards are registered trademarks of Thorntons Inc. Unleaded15 and the Unleaded15 logo are trademarks of Thorntons Inc. All other trademarks are property of their respective owners. © Thorntons Inc. 2016. All rights reserved.

## **About Community Action Partnership:**

Since 1964, Community Action has equipped low-income citizens with the tools and potential for becoming self-sufficient.

Community Action Partnership of Lake County (CAPOLC) is the largest social service organization in Lake County, providing a wide range of services. For over 50 years, CAPOLC, a nonprofit organization, has administered Lake County Head Start (Early Childhood Development Program), Low Income Home Energy Assistance Program (LIHEAP), Youth and Family Services, (self-sufficiency case management, emergency assistance, post-secondary scholarships), Home Weatherization, Retired and Senior Volunteer Program (RSVP), and Affordable Housing programs for families and Veterans.

Our Mission is to reduce the causes and effects of poverty, promote self-sufficiency of individuals and families with low incomes and improve the standard of living in Lake County, IL.

CAPOLC is one of 1,100 agencies across the United States established under the Economic Opportunity Act of 1964 to fight America's War on Poverty. As part of a national network, the agencies work to strengthen, promote and represent the voice of the more than 34.5 million people who are living in poverty in the United States.