



MEDIA ADVISORY:

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MEDIA CONTACTS:

Thorntons

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**Thorntons Inc. Partners Again with The Norton Cancer Institute
To Provide Low-Cost/NO Cost Mammogram Screenings**

*First Screening Scheduled for January 15 at
Thorntons
4145 Bardstown Rd 40218*

(Louisville, Kentucky – January 12, 2015). As part of its ongoing “Thorntons Challenge” philanthropic commitment toward breast cancer awareness, Thorntons Inc. is continuing their partnership with Norton Cancer Institute to provide mobile unit mammogram screenings for women throughout the Louisville metropolitan. This important – and often life-saving – initiative is made possible by an annual \$100,000 grant Thorntons has donated to the Norton Cancer Institute, an initiative that will continue throughout 2015 and beyond.

Beginning this week, mammogram screenings are available for women between the ages of 40-75 who have not been screened in the past year. For women who are medically insured, their insurance companies will be billed and a co-pay may apply for the low-cost screening, however, will not be collected at the time of the exam. For the uninsured, funding will be provided for no-cost screenings.

“Countless members of the Thorntons team have personally been affected by breast cancer, we want to start the year by helping women be proactive about their health” said Thorntons CEO Matt Thornton. “It is important to Thorntons to give back to the community by providing access to affordable and in some cases no cost screenings.”

The 2015 screenings will be conducted aboard the Norton Cancer Institute Mobile Prevention Center through the Norton Healthcare Foundation from **10:00 a.m. to 4:00 p.m.** on the dates listed below at the following Louisville Thorntons locations:

- Thursday, January 15, 2015 – 4145 Bardstown Rd Louisville, Ky 40218
- Monday, January 26, 2015 - 2700 Fern Valley Rd Louisville, KY 40213
- Friday, April 17- 4500 S. 3rd Street Louisville, KY 40214
- Wednesday, July 15- 4136 Cane Run Rd Louisville, Ky 40216
- Breast Cancer Prevention Blitz Week: Mon-Fri Oct 19-23 block for week long screenings, Locations TBA.



NORTON
CANCER INSTITUTE

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About Thorntons Inc.: 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. Headquartered in Louisville, Kentucky, Thorntons operates 180 gasoline and convenience stores, car washes and travel plazas in six states: Kentucky, Illinois, Indiana, Ohio, Tennessee and Florida. 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 and follow us on Facebook at www.facebook.com/thorntonsinc and Twitter at www.twitter.com/thorntonsinc.

About Norton Cancer Institute

As a four-time winner of the prestigious Press Ganey Summit Award for excellence in patient care, Norton Cancer Institute's mission is to blend comprehensive healing, compassion and hope for patients and their families. Our team of experts is dedicated to offering patients confidence and the latest in care techniques through a multidisciplinary approach to advanced cancer prevention, diagnosis, treatment and survivorship. Norton Cancer Institute offers a broad range of cancer specialists, services and programs, including minimally invasive surgery; a \$1 million Mobile Prevention Center; and cancer radiation centers offering state-of-the-art stereotactic radiosurgery (Novalis Tx and TrueBeam STx) and advanced brachytherapy technologies such as MammoSite. Norton Cancer Institute also provides extensive educational, physical and emotional support services, as well as industry-leading cancer research studies and clinical trials. Norton Cancer Institute is designated by the American College of Surgeons as the only accredited Integrated Network Program in Kentucky. Norton Cancer Institute is Kentucky's only National Cancer Institute Community Cancer Centers Program site and one of only 21 sites in the nation. More information is available at NortonCancerInstitute.com.