



**MEDIA ADVISORY:**

9:00 a.m., April 8, 2014

**MEDIA CONTACTS:**

**Thorntons**

Erin Jones

erin@inmodemarketing.com

502.414.1474

**Norton Cancer Institute**

Courtney Bisig

[courtney.bisig@nortonhealthcare.org](mailto:courtney.bisig@nortonhealthcare.org)

502.629.8476/502.593-4638

**THORNTONS INC. PARTNERS WITH NORTON CANCER INSTITUTE  
TO PROVIDE LOW-COST/NO COST MAMMOGRAM SCREENINGS**

*Mobile Unit Mammograms Screenings Scheduled for April, July, October*

**(Louisville, Kentucky – April 8, 2014)** 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 area later this month. This important – and often life-saving – initiative is made possible by a \$100,000 grant Thorntons has donated to the Norton Cancer Institute, an initiative that will continue throughout 2014 and beyond.

The mammogram screenings are 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.

“Breast cancer is a disease that has affected the lives of many dear to the Thorntons team and we want to do our part to help women get the assistance they need,” states Thorntons President & CEO Matt Thornton. “Together with Norton we hope to provide easy access, affordable, and in some cases no cost, screenings for the multitudes of women at risk.”

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:

- April 16, 2014: 4500 South 3<sup>rd</sup> Street
- July 16, 2014: 4136 Cane Run Road

Breast Cancer Awareness Month Blitz; October 13<sup>th</sup> thru October 17<sup>th</sup>

- October 13: 4154 Bardstown Road
- October 14: 10320 Westport Road
- October 15: 4520 Dixie Highway
- October 16: 9200 Preston Highway
- October 17: 8405 National Turnpike

###

**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 174 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](http://www.thorntonsinc.com) and follow us on Facebook at [www.facebook.com/thorntonsinc](https://www.facebook.com/thorntonsinc) and Twitter at [www.twitter.com/thorntonsinc](https://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](http://NortonCancerInstitute.com).