



**MEDIA ADVISORY:**

October 6, 2015

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**Thorntons**

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**Thorntons to fuel the cure for breast cancer this October**

*Limited time only pink cups and mugs will raise awareness and funds*

**October 6, 2015 -Louisville, KY** – Thorntons is adding more fuel to the cure during October for National Breast Cancer Awareness Month with their annual pink coffee cup and new reusable mugs. Thorntons is committed to building awareness and raising funds to support breast cancer research because it impacts the lives of many of their guests and Team Members. Throughout the month of October, they will donate proceeds of the pink coffee cup and mug to support breast cancer awareness and research.

Beginning on October 7, Thorntons will replace their current 20 ounce coffee cup with their “Fuel the Cure” pink cup in all stores during the month of October. A portion of the proceeds for each cup sold will go towards breast cancer research and support. Additionally, stores will offer a new reusable pink mug. The first fill is free and a portion of each mug sold will also benefit breast cancer research.

The company is a longtime supporter of breast cancer research and has raised more than \$740,000 for the cause. Thorntons proudly supports breast cancer awareness events in eight different cities. More than 1,000 Thorntons’ representatives volunteer their time at these events. And their commitment for a cure does not stop there. In 2006, Thorntons introduced their own brand of natural spring water, Living Life. Living Life water is sold all year long in every Thorntons store and a portion of the proceeds of each bottle sold goes to benefit the fight against breast cancer.

“We believe in taking care of the communities that we are a part of. Breast cancer is the second leading cause of cancer deaths among women, but it doesn’t have to be. With year-round support and the big push during October, we can make a difference in the lives of women now and in the future,” said Matt Thornton, Chief Executive Officer.

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**About Thorntons**

Founded by James Thornton in 1971, the company has been recognized as one of the top ingredient convenience store chains in the nation. Based in Louisville, Kentucky, Thorntons currently operates 183 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](http://www.thorntonsinc.com). 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).



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