



Media Advisory:
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Thorntons Swipe & Score Sweepstakes Continues Louisville Members Get Special Chance to Win A VIP Package to Kenny Chesney

Louisville, Ky March 10, 2015. Beginning TODAY, Thorntons announced a localized twist on the current Swipe & Score Sweepstakes. **Louisville Refreshing Reward members only** will have a chance to win a suite for them and 11 of their closest friends to see Kenny Chesney's Big Revival Tour at the KFC Yum! Center on April 17th complete with food and beverages. During this promotional period, ten stores will be hosting radio remotes with additional chances to win tickets to the show.

In January of this year, Thorntons launched the Swipe & Score Sweepstakes, for registered Refreshing Rewards members, a contest built to incentivize guests for using their new loyalty cards. For the past two months members having been swiping their cards in hopes of winning one of several prizes.

So far, two lucky guests have taken trips to national football games, Bryan Dooley from Evansville won a trip for 2 to the Pro Bowl and Kim Taylor from Nashville won a trip for 4 to the Super Bowl[®] in Arizona. The next grand prize will be drawn on March 19 for a trip for 4 to college Basketball's Semi-Final and The National Championship Game. There have been 2,792 winners to date.

There is no cost to join the Refreshing Rewards program. Customers can pick up a card at their local Thorntons (for a list of stores click [here.](#)) and register their card online: www.refreshingrewards.com or through a brand new "Thorntons Refreshing Rewards" mobile application available in all app stores. New members receive an additional 10-cents off every gallon of gas during the first 30 days.

Guests can also enter to win at www.swipeandscore.com.

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About Thorntons: 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 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. For more information visit

www.thorntonsinc.com and follow us on Facebook at www.facebook.com/thorntonsinc and Twitter at www.twitter.com/thorntonsinc.