



**MEDIA ADVISORY:**

July 1, 2016

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**Thorntons**

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**Thorntons® to Offer Unleaded<sup>15</sup>™ Fuel Education Series**

*Additionally, a series of fuel special offers will be announced next week*

**(Louisville, KY –July 1, 2016)** Thorntons announced today that it will offer three educational opportunities surrounding Unleaded<sup>15</sup> to guests in the Chicagoland area. The Thorntons' branded E15 fuel option typically offers lower cost, improved engine performance, and reduced greenhouse gas emissions.

Ambassadors will be on site **Monday through Thursday from 7-10 a.m. and 3-6 p.m. (CDT)** to provide Unleaded<sup>15</sup> educational materials and to answer any questions related to this renewable fuel. These ambassadors will be at the following Thorntons locations:

- Monday, July 18: 9138 Cicero Ave., Oak Lawn, IL 60453
- Monday, July 25: 601 Route 83, Bensenville, IL 60106
- Monday, August 1: 2609 Farnsworth Ave., Aurora, IL 60505
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In conjunction with these sessions, there will be fuel specials surrounding Unleaded<sup>15</sup> providing limited time only pricing to Thorntons guests. The dates and locations of these fuel specials will be announced next week. Unleaded<sup>15</sup> (up to 15% ethanol, 85% gasoline) provides an octane rating of 88, and is the most widely-tested fuel ever introduced to consumers. It contains approximately 15% ethanol, and is approved by the EPA for use in model year 2001 or newer cars, light duty trucks, SUV's and Flex Fuel™ vehicles. This fuel typically costs less than regular Unleaded, and is believed to deliver better performance and fewer harmful emissions.

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**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 181 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).

**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](http://www.thorntonsinc.com).

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