



**For Immediate Release:**

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**MEDIA CONTACT:**

**Thorntons**

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**Save the Date**

**Thorntons® to Offer Unleaded<sup>15</sup>™ for \$1.15**

*Guests can save over \$1 for three select dates*

***First Discount Date: Friday, July 22***

**(Louisville, KY –July 21, 2016)** Thorntons announced today the location of the first Unleaded<sup>15</sup> fuel promotion available to guests in the Chicagoland area. The Thorntons' branded E15 fuel option traditionally offers lower cost, improved performance, and reduced greenhouse gas emissions.

**TOMORROW, July 22** from 12-4 p.m., the Thorntons located at 2095 East Algonquin Rd., Algonquin, IL 60102 will host the first in a series of three (3) special discounted days. During this time, Unleaded<sup>15</sup> will be discounted to ***\$1.15 per gallon.***

Thorntons recently announced, that renewable fuel ambassadors will be on site for three (3) informational sessions. These ambassadors will be at the following locations from ***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 Unleaded<sup>15</sup> and E-85 renewable fuels.

- Session One began on Monday, July 18<sup>th</sup> at The Thorntons store located at 601 Route 83, Bensenville, IL 60106
- Session Two begins:
  - Monday, July 25 at the Thorntons located on 2609 N Farnsworth Ave, Aurora, IL 60502
- Session Three begins:
  - Monday, August 1: 27905 W Hwy 176, Island Lake, IL 60042

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. Thorntons has partnered with Prime the Pump, the Illinois Department of Commerce & Economic Opportunity, the Illinois Corn Marketing Board, and the Illinois Renewable Fuels Association to add Unleaded<sup>15</sup> to stores in the Chicagoland area.

**###**

**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 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](https://www.facebook.com/thorntonsinc) and Twitter at [www.twitter.com/thorntonsinc](https://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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