



**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 to save over \$1 per gallon on Friday, July 29*

**WHAT |** Thorntons announced today the next location of the second 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.

**WHEN |** TOMORROW, July 29, 12 – 4 p.m.

**WHERE |** Thorntons located at 2330 W 127th St, Blue Island, IL 60406

**MORE |** This event is the second in a series of discounted days. During this time, Unleaded<sup>15</sup> will be discounted to **\$1.15 per gallon**. This is a down from the average of \$2.29 per gallon.

Thorntons recently hosted fuel ambassadors for on-site informational sessions. These ambassadors have been at two locations recently 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 ran Monday, July 18<sup>th</sup> through Thursday, 21 at the store located at 601 Route 83, Bensenville, IL 60106
- Session Two began on Monday, July 25 at the Thorntons located on 2609 N Farnsworth Ave, Aurora, IL 60502 and runs through TODAY from 7-10 a.m. and 3-6 p.m. (CDT)
- Session Three begins:
  - Monday, August 1 and runs through August 4: 27905 W Hwy 176, Island Lake, IL 60042. Daily **Monday through Thursday from 7-10 a.m. and 3-6 p.m. (CDT)**.

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, United States Department of Agriculture and the Illinois Renewable Fuels Association to add Unleaded<sup>15</sup> to stores in the Chicagoland area.

See photos from our first event here: <http://bit.ly/2asdf8t>

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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 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).

**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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