



For Immediate Release:

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MEDIA CONTACT:

Thorntons

Erin Jones

erin@inmodemarketing.com

502.774.0767

Thorntons® to Offer Unleaded¹⁵™ for \$1.15
*Guests to save over \$1 per gallon **Friday, August 5***
In Elmhurst, IL

WHAT | Thorntons has announced today the third location for the Unleaded¹⁵ fuel promotion available to guests in Chicagoland. The Thorntons' branded E15 fuel option traditionally offers lower cost, improved performance, and reduced greenhouse gas emissions.

WHEN | Friday, August 5, 12 – 4 p.m.

WHERE | Thorntons located at 476 N York St, Elmhurst, IL 60126

MORE | This event is the third and final in this series of discounted days. During this time, Unleaded¹⁵ 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 Unleaded¹⁵ educational materials and to answer any questions related to Unleaded¹⁵ and E-85 renewable fuels.

- Session One ran Monday, July 18 through Thursday, 21 at the store located at 601 Route 83, Bensenville, IL 60106
- Session Two ran Monday, July 25 through Thursday, July 29 at the Thorntons located on 2609 N Farnsworth Ave, Aurora, IL 60502
- **Session Three runs through Thursday, August 4 from 7-10 a.m. and 3-6 p.m. CDT at W Hwy 176, Island Lake, IL 60042.**

Unleaded¹⁵ (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 Unleaded¹⁵ to stores in the Chicagoland area.

See photos from the first two events here: <http://bit.ly/ThorntonsFuelPromoPhotos>.

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

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