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Thorntons Celebrates 50 Years and Rewards Guests All Summer Long

(Louisville, KY – May 27, 2021) – 2021 marks 50 years of Thorntons and the convenience store chain is celebrating all summer long. From now through Labor Day, the company will honor this special milestone and reward Guest loyalty with two exciting Refreshing Rewards promotions.

1. **50th Anniversary Free Fuel For a Year** – 200 registered Refreshing Rewards Guests will be rewarded with free fuel for one year. 50 valued Guests will win each month from May through August.
2. **50 cent Fridays** – Every Friday ALL summer long registered Refreshing Rewards Guests will receive their choice of any dispensed drink purchase for only 50 cents...any size, any beverage.

Guests must be registered Refreshing Rewards members to participate and there are three easy options to join.

- Text the word 'Fuel' followed by a valid email address to 737-57.
- Download the app and register.
- Register at RefreshingRewards.com.

The company will also **give back to all communities** where it operates. While supplies last, stores will offer a **commemorative coloring book**. For only \$2, Guests may purchase a Thorntons 50th Anniversary Coloring Book with \$10 in coupons. **All proceeds from these coloring books will be donated to local hunger relief partners** in all communities where the company operates stores.

"Service to our Guests has been central to the Thorntons mission for 50 years. Our fantastic Team Members work hard 24/7 to ensure our Guests can count on their favorite Thorntons store for their on-the-go shopping needs and we are honored that they choose to shop with us," said Simon Richards, President & CEO. "Today as we continue to grow, we are proud to serve more than 200 communities and we are excited to celebrate our 50th birthday with our loyal Guests all summer long."

Visit Thorntons' [new and improved website](#) for more on Refreshing Rewards and official rules for the 50th Anniversary Free Fuel For a Year promotion.

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About Thorntons LLC

Based in Louisville, Kentucky, Thorntons operates more than 200 stores that provide high quality fresh foods, beverages and fuel in six states: Kentucky, Illinois, Indiana, Ohio, Tennessee and Florida. The company's mission is to be people's favorite place to stop when they are on-the-go and people's favorite place to work. Thorntons is a vertically integrated company with its own fuel terminal, blending plants, transportation fleet and commissary. Thorntons has a passion for giving back to the communities where Guests and Team Members live and work. Thorntons volunteers make their communities better through community service, humanitarian day events and fundraising projects. Learn more about Thorntons by visiting www.mythorntons.com. Connect with Thorntons on Facebook www.facebook.com/thorntonsllc and Twitter @ThorntonsLLC.

About Refreshing Rewards

Launched in 2014, Thorntons' Refreshing Rewards is a guest loyalty program with benefits that include daily fuel savings, exclusive tobacco and alcohol offers. Through the Refreshing Rewards app members can find the nearest location, track FREEquency club status, sweepstakes entries, and access exclusive offers and savings.