



For Immediate Release

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Harrisonburg Police go on... “Slurpee® Patrol” “Ticketing” Kids for Good Behavior

[Harrisonburg, VA] – Each year, 7-Eleven, Inc. helps thousands of local police officers recognize the good guys, specifically the young ones. For the 21st year, 7-Eleven is partnering with law enforcement agencies across the country to distribute free Slurpee® drink coupons through Operation Chill, its popular community-service program.

Big-city departments and small-town forces alike use the Slurpee coupons to enhance relations with the young people of their cities by rewarding them for good deeds, positive activities and acts of kindness.

“We are always looking for ways to help our officers build strong relationships in the community,” said Patrol Commander, Lieutenant Rod Pollard. ***“Operation Chill makes it easy to interact with kids in a positive way. This is a great short and long-term investment for 7-Eleven and for us.”***

Operation Chill was developed by 7-Eleven to positively reward and encourage good behavior by kids during the hot summer months, when communities may experience increases in loitering, shoplifting and graffiti, and to support law enforcement agencies’ community relations projects.

Since the program’s inception in 1995, more than 15 million Operation Chill coupons have been distributed to hundreds of law enforcement agencies across the country in areas where 7-Eleven operates stores. During 2016, up to 1.28 million coupons will be issued nationally; 1,100 of those will be distributed in Harrisonburg, most during the summer months and back-to-school season.

With 1,100 Slurpee coupons available to distribute through Operation Chill, 7-Eleven Field Consultant for 10 store locations in Harrisonburg, Paul Boone said, ***“We are excited to work with the Harrisonburg Police Department and the children of our community while having a safe, fun filled summer.”***

Harrisonburg
VIRGINIA



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Chief Stephen P. Monticelli

The program began in Philadelphia to give law enforcement officers a positive reason to interact with children and teens, Operation Chill has expanded to cities across the country. **Through Operation Chill, law enforcement officers can “ticket” youngsters caught in the act of doing good with Slurpee beverage coupons. Appropriate “offenses” might include helping another person, deterring crime, or participating in a positive activity in the community.** Each coupon can be redeemed for a small Slurpee drink at participating 7-Eleven stores.

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