



For Immediate Release
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HPD Participates in 7-Eleven® Stores' Operation Chill®

Harrisonburg, Va. – Beginning Friday, July 14th, officers from the Harrisonburg Police Department will be dispensing well-deserved Slurpee® justice to children in the city. For over twenty years, 7-Eleven® has been working with local police and sheriff's departments to distribute free Slurpee® beverage coupons to children and youth through its popular "Operation Chill®" community service initiative.

Slurpee® coupons will be used to reward young people for good deeds, constructive activities and acts of kindness. Appropriate "offenses" might include helping another person, deterring crime, following bicycle and traffic safety laws or participating in a community or police-sponsored event. Each "ticket" can be redeemed for a small Slurpee® beverage at participating 7-Eleven® stores.

"The coupons are great for officers who are on patrol in the community," said Patrol Lieutenant Roger Knott. "It's an ice-breaker, a way to encourage dialogue in a non-threatening, non-law enforcement situation."

During 2017, 7-11 will issue up to 1.33 million coupons to almost 1000 law enforcement agencies; hundreds of those will be distributed in Harrisonburg during the summer months and back-to-school season.

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