



Los Angeles County
Sheriff's Department

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News Release

Leroy D. Baca, Sheriff

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Caught Cold-handed! Local Deputies Issue Kids 'Slurpee Tickets' For Good Behavior

School is out for the summer, and kids may actually look forward to their next encounter with the "heat," thanks to 7-Eleven® stores' popular Operation Chill program that rewards positive behavior with a cool treat.

Through Operation Chill®, law enforcement officers from participating local police and sheriff departments 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.

Since the program's inception in 1995, more than 12.5 million Operation Chill coupons have been distributed to hundreds of law enforcement agencies across the country in areas where 7-Eleven operates stores. During 2014, approximately 1 million coupons will be issued nationally; 250 of those will be distributed in La Canada Flintridge and La Crescenta, most during the summer months and back-to-school season.

"The coupons are a great way for Deputies to connect with the community in a positive, non-confrontational way, says Deputy W. Fillpot. "It is an icebreaker, a way to encourage dialogue between deputies and the communities they serve in a non-threatening, non-law enforcement situation."

Operation Chill was developed by 7-Eleven, Inc. to positively reward and encourage good behavior by kids during the hot summer months, when communities may experience increasing loitering, shoplifting and graffiti, and to support law enforcement agencies' community relations projects. Police use the Operation Chill program to reward youth for their good deeds as well as enhance their relations with the young people of their city.

"This program is a big hit with both law enforcement agencies and kids," said Steve Kellison, director of 7-Eleven Asset Protection. "Police officers have told us they love having a positive

reason to approach kids and thank them for being good citizens.”

“With nearly 200 Slurpee coupons available to distribute across La Canada Flintridge and La Crescenta through Operation Chill, we hope to see a great deal of good behavior from kids in our community, Steve Kellison said.

7-Eleven’s proprietary Slurpee semi-frozen carbonated beverage has a generational appeal with slurpers both young and old. More than a half-million Slurpee drinks are purchased each day during the summer at 7-Eleven stores across the country.

About 7-Eleven, Inc.

7-Eleven, Inc. is the premier name and largest chain in the convenience retailing industry. Based in Dallas, Texas, 7-Eleven operates, franchises or licenses approximately 10,300 7-Eleven® stores in

North America. Globally, there are some 52,500 7-Eleven stores in 16 countries. During 2012, 7-Eleven stores generated total worldwide sales close to \$84.8 billion. 7-Eleven has been honored by a number of companies and organizations recently. Accolades include: #2 on Franchise Times Top 200 Franchise Companies for 2013; #3 spot on Entrepreneur magazine’s Franchise 500 list for 2012, and #3 in Forbes magazine’s Top 20 Franchises to Start. 7-Eleven is No. 3 on Fast Company magazine’s 2013 list of the “World’s Top 10 Most Innovative Companies in Retail” and among the Top Veteran-Friendly Companies for 2013 by U.S. Veterans Magazine and on GI Jobs magazine’s Top 100 Military Friendly Employers for 2014. Hispanic Magazine named 7-Eleven among its Hispanic Corporate Top 100 Companies that provide the most opportunities to Hispanics. 7-Eleven is franchising its stores in the U.S., and expanding through organic growth, acquisitions, and it’s Business Conversion Program. Find out more online at www.7-Eleven.com.

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