



Los Angeles County  
**Sheriff's Department**

## CRESCENTA VALLEY STATION

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www.lasd.org

### News Release

**Leroy D. Baca, Sheriff**

Classification : Community

Incident Date : 6-27-13

Author/Date/Time : Sergeant Gary Ogurek / 06-27-13 / 0700

Incident Time :

A tasty reward for staying cool, that's the Operation Chill® Program.

In partnership with Crescenta Valley Sheriff's Station, this 7-Eleven community outreach program is designed to reduce crime and enhance relations between sheriff deputies and youth. Operation Chill allows deputies to "ticket" kids they observe doing good deeds or exhibiting positive behavior. The ticket is actually a coupon good for a free 12-oz. Slurpee® semi-frozen, carbonated beverage at any participating U.S. 7-Eleven store.

Since its inception in 1996, the Operation Chill Program has grown to include several hundred local law enforcement agencies in the United States and Canada each year. More than 10 million coupons have been distributed to officers on the beat in cities and towns where 7-Eleven does business.

In addition to encouraging positive behaviors like wearing bicycle helmets, doing good deeds, participating in community activities and organizations, picking up trash, deterring crime or observing street crossing rules, the Operation Chill Program offers opportunities for deputies to establish a rapport with kids in a neighborhood.

Though the reasons for being "ticketed" may vary, the end result is the same for every youngster: A free Slurpee drink and a smile for a good deed.

For Additional Information Contact:

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