

Manteca Police Department

1001 W. Center St, Manteca, CA 95337

Chief Nick Obligacion

News Release

Date: May 24, 2016

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Slurpee® Patrol

Manteca Police Issue Kids Free Slurpee Coupons for Good Behavior

Manteca, CA - 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 Chief Nicolas Obligacion. “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; over 300 of those will be distributed in Manteca, most during the summer months and back-to-school season.

Begun 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 from participating local police and sheriff’s 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.

“I don’t know who likes the Operation Chill program more, police officers or kids,” said Mark Stinde, 7-Eleven vice president Asset Protection. “Police officers have told us they love having a positive reason to approach kids and surprise them with a Slurpee coupon, just for being good citizens.”

“With over 300 Slurpee coupons available to distribute in Manteca through Operation Chill, we hope to see a great deal of good behavior from kids in our community,” Chief Obligacion said.

7-Eleven’s proprietary Slurpee semi-frozen carbonated beverage is celebrating its 50th birthday this year with ongoing promotions and celebrations. The iconic drink has 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.

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