Manassas City Police Department
Press Release
June 6, 2012

CAUGHT IN THE ACT!

Manassas City Police Department To Issue 'Slurpee® Tickets' For Good Deeds

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

Through Operation Chill®, Manassas City Police Department 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.

Since the program's inception in 1995, more than 12 million Operation Chill coupons have been distributed to hundreds of law enforcement agencies across the country in areas where 7-Eleven operates stores. During 2012, approximately 1 million coupons will be issued nationally; 1,250 of those will be distributed by the Manassas City Police Department, most during the summer months and back-to-school season.

"The coupons are a great way to encourage interaction between officers and the community," says Manassas City Chief of Police, Doug Keen.

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 increases in 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 Bill Macaluso, 7-Eleven Zone Asset Protection Manager. "Police officers have told us they love having a positive reason to approach kids and thank them for being good citizens."

"With nearly 1,250 Slurpee coupons available to distribute in Manassas through Operation Chill, we hope to see a great deal of good behavior from kids in our community," Bill Macaluso said.

7-Eleven's proprietary Slurpee semi-frozen carbonated beverage 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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