

CONTACT: Margaret Chabris  
7-Eleven, Inc.  
(972) 828-7285  
[maraaret.chabris@7-11.com](mailto:maraaret.chabris@7-11.com)



## **Elizabeth Police to Issue 'Slurpee Tickets' For Good Deeds**

**ELIZABETH, NJ, July 2009--** The Elizabeth Police Departments has a new "Most Wanted" list that they hope numbers in the hundreds over the next few months. And local kids may actually look forward to their next encounter with the "heat", thanks to 7-Eleven® stores' popular Operation Chill program, a national program that rewards positive behavior with a free Slurpee® coupon.

Operation Chill will be kicked off in Elizabeth Tuesday, July 28, from 1 to 3 p.m. at the 7-Eleven store franchised by Hasmukh Patel at 552 Morris Ave.

Open to the public, the event will feature members of the Elizabeth PD distributing Slurpee coupons and fingerprint kits. 7-Eleven employees will offer Big Bite® hot dog coupons, soda and other fresh foods.

Through Operation Chill®, law enforcement 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 12 ounce Slurpee drink at participating 7-Eleven stores.

Since the program's inception in 1995, nearly 10 million Operation Chill coupons have been distributed to hundreds of law enforcement agencies across the country in areas where 7-Eleven operates stores. Almost 800,000 Slurpee coupons will be issued in 2009, most during the summer months and back-to school season.

--more--

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 Thomas Cerwas, 7-Eleven, 7-Eleven's loss prevention specialist for New Jersey. "Police officers have told us they love having a positive reason to approach kids and thank them for being good citizens."

Cerwas added that police departments start contacting 7 -Eleven early each year to sign up for the annual program. Areas already participating in this year's program include: Los Angeles, San Diego, Sacramento, Orlando, Tampa, Baltimore, Dallas, Denver, Seattle, Salt Lake City and Las Vegas.

"With nearly a million free Slurpee coupons available to distribute across the country through Operation Chill, we hope to see a great deal of good behavior from kids in our communities," Cerwas said. "Although the reasons for Getting a ticket may vary, the end results are the same for every youngster cited - a free Slurpee drink and a big smile."

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.

###