

# Oakdale Police News Release



**For Immediate Release**

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## Oakdale Police Launch Operation Chill with 7-Eleven during Summer Heat Wave

### NEWS RELEASE

#### Oakdale Police Department

Media Relations

Office of the Chief of Police

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**Oakdale, CA** – Beginning today and throughout summer, police officers will be dispensing well-deserved Slurpee justice to good kids in the City of Oakdale.

The Oakdale Police Department is partnering with 7-Eleven to distribute free Slurpee drink coupons to children and youth through its popular Operation Chill community-service program. Operation Chill kicked off in Oakdale today, appropriately enough, in the middle of this week's triple digit summer heat wave.

During 2017, 7-Eleven will issue up to 1.33 million Slurpee coupons to almost 1,000 law enforcement agencies; 400 of those will be distributed in Oakdale, most during the summer months and back-to-school season.

"The coupons are great for officers on patrol in the community," said Police Chief Scott Heller. "It's an icebreaker, a way to encourage positive relationships between the youth of our community and their police officers."

The Oakdale Police Department will use the Slurpee coupons to enhance relationships with the young people of by rewarding them for good deeds, constructive activities and acts of kindness. Appropriate "offenses" might include helping another person, deterring crime or participating in a

community or police-sponsored event. Although the reasons for being “ticketed” are varied, the end result is the same for every youngster: a free Slurpee drink and a smile for being a good kid. Each coupon can be redeemed for a small Slurpee drink at participating 7-Eleven stores.

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. Since the program’s inception in 1995, more than 19 million Operation Chill coupons have been distributed to hundreds of law enforcement agencies across the country in areas where 7-Eleven operates stores.

“Year after year, Operation Chill is our most popular community service program.” said Mark Stinde, vice president of asset protection for 7-Eleven. “Kids love Slurpee drinks, and police officers love having a reason to approach kids and surprise them with a Slurpee coupon as a reward for doing something good. And we, at 7-Eleven, love helping them make those important connections in the community.”

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. This summer’s flavors include Chrome Cotton Candy and, Slurpee Lite, sugar-free Watermelon Lime made with all natural flavors.

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