

# Oakdale Police News Release



## For Immediate Release

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## Oakdale Police Launch Operation Chill with 7-Eleven

### 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 city parks.

The Oakdale Police Department is partnering with 7-Eleven again this summer 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, as we head into forecasted triple digit temperatures this weekend.

The Oakdale Police Department will use the Slurpee coupons as “icebreakers” during foot patrols in city parks to enhance relationships with the young people of Oakdale. The coupons are meant to be a reward 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.

“The coupons are great for our officers on patrol especially as we step up our presence in community parks this summer,” said Police Chief Scott Heller. “It’s a great way to encourage positive relationships between the youth of our community and their police officers.”

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, almost 21 million Operation Chill coupons have been distributed to hundreds of law enforcement agencies across the country in areas where 7-Eleven operates stores.

"I don't know who gets more excited when Operation Chill rolls around each year – the police officers or the kids," said Mark Stinde, 7-Eleven vice president of asset protection. "Not only is Operation Chill our most popular community service program, it's one of the best at building bridges in communities and bringing people together. Everyone loves it."

7-Eleven's proprietary Slurpee semi-frozen carbonated beverage has generational appeal with thirsty kids of all ages. 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 lineup includes Slurpee Lite sugar-free Lemonade made with natural flavors.

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