



SANTA CRUZ POLICE DEPARTMENT
155 Center Street, Santa Cruz, CA 95060

MEDIA RELEASE



DATE/TIME: July 28, 2014

TOPIC: Announcing Operation Chill with 7–Eleven Stores®

INFORMATION:

The Santa Cruz Police Department announces our participation with 7–Eleven Stores® in “Operation Chill”. This program is designed to promote positive interactions and reinforce good behavior with the kids in our community during a non-enforcement contact.

Here’s How it Works:

Courtesy of 7–Eleven, officers are hitting the streets with “Operation Chill” coupons. When officers observe kids exhibiting good behavior, they can issue an “Operation Chill” coupon. The coupons are good for a **FREE** small Slurpee® drink at any one of the four 7–Eleven Stores in the City of Santa Cruz. Special thanks to each of these stores for participating in the program. The locations are:

367 Ocean Street
218 Cardiff Place
602 Laurel Street
2429 Mission Street

Examples of behavior that will get a coupon are wearing safety helmets, observing traffic safety rules, good citizenship and good deeds, being “brave” after a traffic collision or other emergency event, etc.

Since its inception in 1995, Operation Chill has allowed police departments to issue more than 12.5 million coupons, or “tickets” to kids in communities throughout the country. The program has helped promote positive relationships while reinforcing good behavior and safety habits.

Jeff Hetherington, the local Asset Protection Manager for 7–Eleven commented, “This program is a big hit with both law enforcement agencies and kids. Police officers enjoy having a positive reason to approach kids and thank them for being good citizens, and the kids love the interaction, and of course, the Slurpee”.

The program will last for as long as the coupons do. The coupons expire December 31, 2014.

For additional information, contact: Deputy Chief Steve Clark

Phone: (831) 420-5815

STORE COUPON | EXPIRES DEC. 31, 2014

**FREE small Slurpee®
drink**

Only At



**OPERATION
CHILL**



VOID

Your choice of one small Slurpee® drink, any flavor

Offer good at participating U.S. 7-Eleven® stores. Limit one coupon per customer per day. Offer not valid with any other coupon or discount. No cash value. Copies or reproduction by any means is prohibited and shall void the coupon. ©2014 7-Eleven, Inc. Slurpee is a registered trademark of 7-Eleven, Inc.

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