

**Press Release**  
**July 14, 2014**

**Chief Bret J. Smith**  
**Chief**  
**Canby Police Department**

**CAUGHT COLD-HANDED!**

**Canby Police Department in Partnership with 7-Eleven, Inc. Issue Kids "Slurpee Tickets" for Good Behavior**

Once again it is that time of year; school is out for the summer and kids in Canby 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, law enforcement officers from participating local police and sheriff's departments 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 a participating 7-Eleven store.

Since the program's inception in 1995, more than 12.5 million Operation Chill coupons have been distributed to hundreds of law enforcement agencies across the country in areas where 7-Eleven operates stores. During 2014, approximately 1 million coupons will be issued nationally; approximately 800 of those will be distributed in Canby, most during the summer months and back-to-school season.

Chief Smith said "the Slurpee coupons are a great implement for introduction for police officers to interact and encourage a positive dialogue with youth in a non-threatening and non-law enforcement situation."

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.

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. Chief Smith said "with approximately 800 Slurpee coupons available to distribute across the City of Canby through Operation Chill, there is every reason to expect to see and respond to a great deal of good behavior from kids in our community".