



TEMPLE TERRACE POLICE DEPARTMENT NEWS RELEASE

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FOR IMMEDIATE RELEASE

OPERATION CHILL: CAUGHT COLD-HANDED! ***Temple Terrace Police Issue “Slurpee Tickets” For Good Behavior***

(TEMPLE TERRACE, FL – 6/30/14) – This summer, kids in Temple Terrace may actually look forward to their next encounter with the “heat,” thanks to ***Operation Chill***, a partnership program with 7-Eleven stores that rewards positive behavior with a very cool treat.

Through Operation Chill, law enforcement officers from participating police and sheriff’s agencies 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 positive activity in the community. Each coupon can be redeemed for a small Slurpee drink at participating 7-Eleven stores.

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 where 7-Eleven stores operate. During 2014, approximately 1 million coupons will be issued nationally. Roughly 1,000 will be distributed in Temple Terrace through the summer and back-to-school season.

“The coupons are great for officers who are on patrol in the community,” said Capt. Mike Pridemore of the Temple Terrace Police Department. “It’s an icebreaker, a way to encourage dialogue in a non-threatening, non law-enforcement situation.”

Operation Chill was developed by 7-Eleven, Inc. to 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 and enhance their relationships with young people in their city.

“This program is a big hit with both law enforcement agencies and kids,” said Tim Hall, director of 7-Eleven Asset Protection. “Police officers have told us they love having a positive reason to approach kids and thank them for being good citizens.”

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.