

Las Vegas Metropolitan Police Department

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Douglas C. Gillespie, Sheriff

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FOR IMMEDIATE RELEASE

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Metro and 7-Eleven® Stores Join Forces for “Operation Chill”

Metro and 7-Eleven stores would like to reward young people for their good behavior.

Starting on June 1, 2010, the organizations will begin Operation Chill. The 7-Eleven program allows officers to “ticket” youngsters they observe doing good deeds or exhibiting positive behavior.

The ticket is actually a coupon for a free 12-ounce Slurpee® drink at any participating 7-Eleven store. Operation Chill first began in 1995, and has grown to include several hundred law enforcement agencies in the United States and Canada each year. Since the program’s inception, more than ten million coupons have been distributed to officers in cities where 7-Eleven does business.

Metro has had a long-standing relationship with 7-Eleven, and has partnered in Operation Chill for many years. According to the FBI’s Uniform Crime Report, the highest percentage of crime occurs in the summer when students are out of school. Operation Chill is an attempt to encourage young people to stay out of trouble, and reward those who demonstrate positive behavior. Additionally, the program establishes a rapport between young people and police officers.

This summer, Metro hopes parents will encourage their children to get “caught in the act” doing something good.

Their reward could be a “ticket” for an ice-cold Slurpee beverage.

For more information on Operation Chill, contact Kari Hoots, 7-Eleven Loss Prevention Specialist at 702-363-8799.

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www.LVMPD.com or www.ProtectTheCity.com