



7-Eleven celebrates 25th Anniversary of Operation Chill®

Largest Convenience Retailer Celebrates Milestone Anniversary with 1.5 Million Slurpee® Drinks Nationwide

Thurmont, MARYLAND (Sept. 23, 2020) – For a quarter-century, **Operation Chill®**, 7-Eleven, Inc.'s longest-running community service program, gives local law enforcement an opportunity to make a positive connection with kids through **free Slurpee® drink coupons**. Each year, the world's largest convenience retailer donates thousands of free Slurpee drink coupons to **local law enforcement departments to reward children for observing safety rules, participating in positive activities, performing good deeds or acts of kindness.**

"With a simple Slurpee coupon, the Operation Chill program lets local officers connect with kids and recognize their good behavior, which is essential to creating long-term positive relationships," said 7-Eleven President and CEO Joe DePinto. "Since 1995, 7-Eleven distributed millions of Slurpee drink coupons to kids across the country. The program's success over 25 years is a powerful testament to the importance of making these community connections – both for 7-Eleven and public safety officers."

This year, 7-Eleven will issue approximately **1.5 million Slurpee drink coupons to more than 1,100 law enforcement agencies** that will, in turn, be distributed to the community's kids. Each coupon can be redeemed for one small Slurpee drink at participating 7-Eleven® stores. **Although the reasons for being rewarded vary – wearing a helmet while riding a bike, picking up litter or holding the door open – the end result is the same for every youngster: a free Slurpee drink and encouragement for being a good kid.**

"We are always looking for ways to help our officers build strong relationships and connections within the community," said Chief of Police Gregory Eyler from Thurmont Police Department "The Operation Chill program makes it easy to interact with kids in a positive way. This is a great short and long-term investment for 7-Eleven and for us."

Big-city departments and small-town forces alike use the Slurpee drink coupons to enhance relationships with the young people of their cities by rewarding them for good deeds, constructive activities and acts of kindness. All participants are encouraged to follow local city and state COVID-19 guidelines during Operation Chill.

The program was founded in Philadelphia with a goal to give law enforcement officers a positive way to interact with children and teens. Since inception in 1995, Operation Chill has expanded to hundreds of cities across the country, donating more than 23 million Operation Chill coupons to U.S. law enforcement agencies in 7-Eleven communities.