

CITY OF EL CENTRO

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FOR IMMEDIATE RELEASE

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El Centro Police partners with 7-Eleven for community outreach

El Centro, Ca. — June 11, 2024 — The El Centro Police Department is partnering with 7-Eleven, Inc. to reward local kids through the company’s community outreach program, Operation Chill. Now in its 29th year, the Operation Chill program allows law enforcement officers to create positive connections by awarding a free Slurpee drink coupon to kids they see doing good deeds or exhibiting positive behavior. This year, 7-Eleven, Inc. will issue over 550,000 coupons to more than 1,300 participating law enforcement agencies nationwide, including the El Centro Police Department. The coupons can be redeemed for a free small Slurpee drink at any participating U.S. 7-Eleven, Speedway, or Stripes store.

"Offering a free Slurpee drink coupon provides our officers an easy and positive way to connect and engage with youth," said El Centro Police Deputy Chief Kelly Brown. "We are grateful for 7-Eleven’s continued support of the law enforcement community and investment in initiatives, like Operation Chill, that help our officers nurture positive relationships with the communities we serve."

Regardless of the reasons for the children's recognition – whether it's for wearing a helmet while cycling, picking up litter, assisting a neighbor, or simply holding the door open – the outcome remains the same: a FREE Slurpee drink and a boost of encouragement for their exemplary citizenship. Moreover, this summer, the children can savor their reward with new Slurpee® drink flavors, including the recently introduced Peach Candy Lemonade, adding a delightful twist to their experience.

"We know that connections are made daily – in ways large and small – in our stores and the neighborhoods we serve. And it’s these positive connections that ultimately help create stronger, safer communities for all of us," said Marissa Jarratt, Executive Vice President, and Chief Marketing & Sustainability Officer at 7-Eleven, Inc. "We’re proud to have the opportunity to deepen our relationships with the law enforcement community while getting to know our neighbors even better through nearly three decades of Operation Chill."

The Operation Chill program was founded in Philadelphia with a goal to give law enforcement officers a positive way to interact with children and teens. Since its inception in 1995, Operation Chill has expanded to hundreds of cities across the country, donating more than 24 million coupons to U.S. law enforcement agencies in 7-Eleven, Inc. communities.

For a full list of law enforcement agencies participating in the Operation Chill outreach program, visit <https://corp.7-eleven.com/corp/operation-chill>. To learn more about 7-Eleven, Inc.'s philanthropic strategy, visit <https://corp.7-eleven.com/corp/see-us-in-action>.

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