

Building Thriving Communities One Slurpee® at a Time

Founded in Philadelphia 28 years ago, 7-Eleven's Operation Chill® program helps foster positive relationships between law enforcement agencies (LEAs) and the communities they serve. It's simple – when observed doing good, like bike riding with a helmet or helping a neighbor, officers reward kids with a free small Slurpee® drink coupon. These small gestures foster a sense of community and trust.

Operation Chill also provides opportunities for 7-Eleven® stores and their Asset Protection teams to support local law enforcement and the community. Recently, store operators across Southern California participated in National Night Out (NNO), an annual community-building campaign that promotes police-community partnerships and neighborhood camaraderie. Stores donated food, water and Operation Chill coupons and attended events in Anaheim, Rialto, Santa Ana, and many cities throughout San Diego county.

“It's a lot to ask someone to put in a full workday and then work an event until 8:00 or 9:00 p.m.,” reflected Sherry Liken, 7-Eleven Asset Protection Specialist, Western Zone, Southwest Region. “But 7-Eleven's participation contributes to the overall sense of community security and belonging. There was a huge turnout in each community this year and everyone looked like they were having fun – I know I did!”

In addition to National Night Out, the Operation Chill program provides other avenues for our Asset Protection team to build positive relations with law enforcement, enhance the well-being of the community and strengthen ties with stores. The Asset Protection team in our Southern Coast & Union Zone recently engaged with officers from the Tampa Bay Police Department's crime prevention team, who are long-term participants in Operation Chill, to conduct comprehensive store security evaluations focused on further building a safe working and shopping environment for the community.

“Working together to assess various locations was a rewarding experience,” said Juan Villegas, 7-Eleven Asset Protection Specialist, Southern Coast & Union Zone. “We're truly appreciative of the collective effort with the Tampa Bay Police Department in enhancing our relationship with the community and improving the safety of our stores.”

This project was, in fact, more than just an opportunity to analyze and enhance security and crime prevention measures. The collaborative effort expanded the relationship and the shared goals between law enforcement and local 7-Eleven stores to help create a safe and secure community.

Collaborations like these demonstrate the potential for beneficial outcomes when businesses and LEAs come together to create safe, thriving communities. They encourage trust, reinforce values and contribute to the overall growth and success of the community.

We'd love to hear how you're leveraging the Operation Chill program to build positive relationships with local LEAs and the community. Email GM-CommunityRelations@7-11.com to share your story for a chance to be featured!



Southern Coast & Union Zone store teams with officers from the Tampa Bay Police Department's crime prevention team



Local stores participating in National Night Out events