



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

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## **SLURPEE® JUSTICE IN PURCELLVILLE; PURCELLVILLE POLICE DEPARTMENT COLLABORATES WITH 7- ELEVEN® STORES**

**PURCELLVILLE, Va. June 7, 2018** — Summer fun starts June 9, 2018! Purcellville Police officers will be dispensing well-deserved Slurpee® justice to community youth exhibiting positive behaviors. The Purcellville Police Department is collaborating with 7-Eleven® stores to distribute free Slurpee® drink coupons through the Operation Chill® community-service program. The Slurpee coupons help build community relations, reduce juvenile crime, and encourage positive behavior by rewarding young people for doing good deeds, participating in community activities and organizations, deterring crime, and acts of kindness. Appropriate “offenses” might include helping another person, picking up trash, wearing bicycle helmets, and much more. Although the reasons for being “ticketed” vary, the result is the same for every youngster—a free Slurpee drink and a smile for being a good kid. Each coupon can be redeemed for a small Slurpee drink at participating 7-Eleven stores.

This program began in Philadelphia to give law enforcement officers a positive reason to interact with children and teens. Operation Chill® has expanded to cities across the country. Since the program’s inception in 1995, almost 21 million Operation Chill® coupons have been distributed to hundreds of law enforcement agencies across the country in areas where 7-Eleven operates stores. 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.

### **The Town of Purcellville, Virginia**

Purcellville is an award-winning town of over 9,000 residents located in Loudoun County, approximately 40 miles west of Washington, DC. Having received the prestigious Siemens Sustainability Award for Small Communities, Purcellville continues to be honored for its green initiatives with most recently being the Tree City USA recipient for the 10th year. The Town was reaffirmed as an AAA rated community by S&P Global Ratings, the highest credit rating possible, and is recognized as one of the safest towns in Virginia. Once a stop along the W&OD rail line, Purcellville has maintained its historic old-town feel through the restoration and maintenance of its many downtown structures, reflecting the Victorian architecture popular during the early 1900s. Today, Purcellville is the economic hub of western Loudoun County and a popular weekend destination for antiquing, entertainment, farmer’s markets, wineries, breweries, distilleries and restaurants. More info at [www.purcellvilleva.gov](http://www.purcellvilleva.gov).

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