



Ontario Provincial Police  
Police provinciale de l'Ontario

## News Release/ Communiqué

**FROM/DE: Crime Prevention Section**

**DATE: June 30, 2011**

### **“OPERATION FREEZE 2011”** *Positively Speaking to Our Youth*

**(ORILLIA, ON)** – School may be out for the summer, but kids will still have the opportunity to learn that “doing the right thing” is also the “cool thing to do”.

Operation Freeze 2011, this summer’s Ontario Provincial Police (OPP) youth initiative developed in partnership with Mac’s Convenience Stores recognizes positive behaviour with a very, very cool treat.

Building on the recent success experienced through this winter’s Operation Heat 2011 initiative, OPP Detachments will again be engaged in the “positive ticketing of young people” who are observed doing random acts of kindness or exhibiting positive behaviour. The ticket is actually a coupon valid for a free 710 ml Froster beverage at all participating Mac’s stores across Ontario.

In addition to *recognizing* good behaviour by youth, Operation Freeze 2011 offers opportunities for OPP officers to interact with youth in a positive manner. In support of the OPP Positive Ticketing Program, some police officers may again use the coupons to recognize youth for wearing bicycle helmets, doing good deeds, participating in community activities, picking up trash, deterring crime or observing school crossing rules – while others may use the coupons as literal “icebreakers” to establish a rapport with kids in their patrol area. The intention is to ensure that the “Positive Tickets” legitimately reinforce the positive behaviour exhibited by a youth, by offering something of value.

Though the reasons for being positive “ticketed” may vary, the end result of this youth positive ticketing initiative is the same for every youngster: a positive police - community experience and a free ice cold Froster beverage!

“Mac’s strives to be a leader in crime prevention” said Sean Sportun - Manager, Loss Prevention & Security for Mac’s in Central Canada. “We are very excited about Operation Freeze and the positive message it delivers.”

“OPP are proud to once again participate in this highly successful initiative that recognizes youth for responsible and caring behaviour,” said Inspector Leslie Craig, OPP Crime Prevention Section. “Partnering with local business and engaging our youth only makes our communities stronger. Operation Freeze is indeed a very positive initiative for both our officers and our youth.”

**(More)**



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For more information, please go to [www.opp.ca](http://www.opp.ca) and click on:

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