

Operation Freeze will show doing the right thing is cool

Ontario Provincial Police are once again teaching kids that getting caught ?doing the right thing? this summer can be cool. Through a partnership with Mac's Convenience Stores, OPP officers who see young people doing random acts of kindness and exhibiting positive behaviour will be handing out ?tickets,? which are actually coupons valid for a free Froster beverage at Mac's. Operation Freeze 2014 provides law enforcement officials with an additional tool to initiate conversation and promote community awareness. During the upcoming summer, OPP officers across the province will be presenting thousands of these coupons to kids. Officers will use Operation Freeze to recognize youth for wearing bicycle helmets; doing good deeds like picking up trash; observing rules at crosswalks and participating in community activities. They can also be used as conversation starters to help establish a rapport with kids in their patrol areas.

?The interaction between police officers and the youth is an important aspect of policing,? observed Inspector Tim Melanson, commander of Caledon OPP. ?Positive interactions with police can open dialogue with the youth and leave a lasting impression. Working with local businesses to improve our relationships with youth makes our communities a better place to live.?

?Mac's is once again proud to partner with the OPP on this important initiative that gives kids a chance to show they do care about their communities,? said Sean Sportun, manager of loss prevention and security for Mac's. ?Crime prevention is important to us and when young people show positive behaviour, we want to reward them.?