

NEWS RELEASE

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It's Officially a Summer of More at Stripes® Stores

Stripes celebrates the addition of Slurpee drinks with a cool social media challenge and Texas Tour

(IRVING, TEXAS) Wednesday, June 6, 2018 – Slurpee® drinks are in the building. Stripes® stores now have Slurpee drinks, just in time to kick off its “Summer of More” campaign. America’s favorite semi-frozen drink is now available in Stripes stores across Texas* and Louisiana. A special introductory offer of 79 cents for a medium Slurpee drink will be available for a limited time this summer.

To celebrate, Stripes released a [Facebook video](#) featuring a Texas-based artist and ice sculptor carving the iconic Slurpee logo from a 450-pound block of ice. Stripes customers can enter for a chance to [win](#) FREE Slurpee drinks for a year simply by liking and commenting on the post**. From eligible entries received, 10 lucky winners will be chosen at random to get a year’s worth of refreshing frozen fun, i.e., up to 365 Slurpee drinks.

The addition of Slurpee drinks is the first in a series of big initiatives focused on bringing more value, choice and variety to Stripes customers, just one of the many benefits as a result of the recent acquisition by 7-Eleven, Inc.

“Our plan is to combine the best of the best, from Stripes and 7-Eleven,” said Greg Kirian, director of marketing for Stripes. “Naturally, as we enter summer, it made sense to start with Slurpee drinks, but Stripes customers can expect to see more in stores as we begin to combine other popular 7-Eleven proprietary brands with the Stripes assortment that customers already love.”

The Summer of More campaign is just that – Stripes customers will begin to experience more variety, more value and more top-quality beverages, snacks and private brand products. In addition, Stripes customers in Texas should stay on the lookout for the Slurpee drink truck, which will be on the road, making stops at select stores and other popular local locations. The [truck](#) will be serving up free Slurpee drinks and fun activities. A special celebration is planned for 7-Eleven Day (July 11, 2018) when 7-Eleven will celebrate its 91st birthday.

7-Eleven founded the convenience store concept in 1927, when an ice dock employee in Dallas began selling milk, bread and eggs to customers as a convenience when traditional grocery stores were closed.

“Stripes has long been a supporter of community initiatives,” Kirian said, “as is 7-Eleven. Everyone loves when the Slurpee drink truck comes to town, and it’s just one example of how we will continue to support Stripes’ loyal customers and local communities.”

Customers are encouraged to check the Stripes Facebook page and website www.stripesstores.com/Slurpeetour for more information on the free Slurpee drink events across Texas and for more chances to win cool stuff throughout the summer.

*Not Available in West Texas

**NO PURCHASE NECESSARY TO ENTER OR WIN. Giveaway open to residents of TX and LA age 18 and older. Odds of winning depend on number of entries received. Starts 6/6/18 at 8AM CT and ends 6/16/2018 at 5pm CT. Limit one entry per person. Total approximate retail value of all prizes: \$2,883.50. Void where prohibited. Subject to Official Rules available at <https://stripesstores.com/contest.cms>. Sponsor and Administrator: Stripes Convenience Stores 3200 Hackberry Road, Irving, Texas 75063

About Stripes® Convenience Stores

Stripes Convenience Stores operates more than 525 convenience stores in Texas and Louisiana. Restaurant service is available in over 450 of its stores, primarily under the proprietary Laredo Taco Company® brand. Stripes is owned by 7-Eleven, Inc. (“7-Eleven”), the largest chain in the convenience-retailing industry. Based in Irving, Texas, 7 Eleven operates, franchises and/or licenses more than 66,000 stores in 17 countries, including 11,600 in North America. For more information about Stripes Convenience Stores