

# Supervisor Romaine and Councilman Panico Welcome 7-Eleven into Center Moriches

posted on 12/11/2013 1:43:40 PM

December 11, 2013



**Farmingville, NY** - On December 7, 2013, Supervisor Ed Romaine and Deputy Supervisor/Councilman Dan Panico participated in the official opening and ribbon cutting of the new 7-Eleven store in Center Moriches.

The grand opening of the new 7-Eleven store in Center Moriches marks the third store for Richard and Mary Ann Santonocito. The couple franchised their first 7-Eleven store in 1981 in Westhampton Beach and chose a second store in Center Moriches 10 years later.

The Santonocitos have been very involved with the Suffolk community. Richard serves on the board of Camp-Pa-Qua-Tuck, a camp for special-needs children. He also has held a number of positions in various community organizations such as the East End Little League, Kiwanis and Rotary.

The 7-Eleven Stores are extremely community oriented and offer a variety of programs in our area. Some of the programs are:

## **Operation Chill**

Building positive relations between law enforcement and youth, 7-Eleven donates free Slurpee Coupons to local, New York law enforcement agencies through Operation Chill. The program allows police to "ticket" kids for good behavior.

## **Project A-Game**

Project A-Game is a new way 7-Eleven stores give back to their communities. Created to promote youth well-being and establish a strong foundation for the next generation, stores can apply for a Project A-Game grant ranging from \$200 - \$500 to sponsor a local school or youth sports team. The grants may be used for initiatives that support youth development through academic and athletic programs. The program, jointly funded by local franchisees and the company, is just rolling out in New York, with plans to expand in 2014.

## **Fundraising Campaigns | The Power of Change**

Through 7-Eleven's signature charity canister program, over the past 3 years, New York Franchisees have raised

more than \$60,000 for a variety of charities including, Feeding America, Big Brothers, Big Sisters, Muscular Dystrophy Association and the USO. To ensure local impact, funds are distributed back to the communities in which they are raised.

### **Harvest Food Rescue Program**

7-Eleven is currently working with City Harvest to pilot our store-level food rescue/donation program in New York City. We will continue to develop local food bank/agency relationships to expand this program throughout New York.

### **Helping Military Families**

\* Over the last 3 years, New York 7-Eleven stores helped raise more than \$1.3 million for Hire Heroes USA by participated in the company's national cause-marketing campaign to raise awareness and funds for helping returning veteran's transition back into civilian life through job training and placement services.

\* To honor our Veterans, Long Island Franchisees supported the Northport Veterans Hospital when they hosted the traveling Vietnam Wall Memorial exhibit. Franchisees and field teams volunteered and gave out free coffee and sandwiches to veterans and volunteers helping to assemble the memorial wall for visitors.

### **Disaster Relief Support**

7-Eleven has designated select stores on Long Island for the local American Red Cross to use when they are responding to emergencies or disasters. When they activate, American Red Cross volunteers can go to these stores to fill their coffee urns and get cups to distribute to first responders and victims.

### **Hurricane Sandy Relief**

7-Eleven responded to support victims impacted by Super Storm Sandy. The company donated cash and in-kind product valued at \$500,000 to the American Red Cross and Habitat for Humanity to help victims with relief, recovery and rebuilding efforts. In addition, 7-Eleven delivered hot coffee to responders and residents in hard hit Long Island neighborhoods including the communities of Island Park, Lindenhurst, Freeport and Mastic

### **Memberships:**

- Long Island Association: 7-Eleven sponsors its Albany bus lunch and legislative breakfast.
- 7-Eleven is a corporate member of the East Northport Chamber of Commerce
- Franchisees are members of their local Chambers of Commerce

### **Montauk Playhouse Community Center Foundation**

7-Eleven sponsored the annual Ocean Swim Challenge to raise funds for the historic Montauk Playhouse, a year-round, central hub for activity in Montauk.

### **Suffolk County Library & St Joseph's College**

7-Eleven teamed up with Suffolk County Public Libraries and St. Joseph's College to support Authors **Unlimited**, a free public event for teens and young adults to gather and celebrate reading. 7-Eleven donated coupons to reward and recognize youth education.

### **D'Brickshaw Ferguson Foundation**

7-Eleven sponsored the D'Brickshaw Ferguson Foundation and its mission to improve the quality of life for students by awarding academic scholarships to those deserving eligible students who reside in the New York area, including but not limited to Baldwin, Freeport, Hempstead, Roosevelt, Uniondale communities, and to eligible students though the United States. The foundation provides resources that will enhance and contribute to each student's pursuit of higher education.

### **Taste of Long Island**

Local team sponsored event that benefited Long Island Homeless Veterans.

### **Great Brookhaven Clean Up**

7-Eleven sponsored the 2013 Great Brookhaven Clean-up, a successful public/private initiative sponsored by the town of Brookhaven, NY in cooperation with Keep America Beautiful. Each year the Great Brookhaven Clean-up provides an opportunity for town residents of all ages to work with their family, friends and neighbors to clean up and

beautify their local communities. Nearly 4,500 town residents participate annually to pick up litter, renew parks, beautify and clean miles of roadways, rivers, lakefronts and seashore. This town-wide event brings together a broad base of citizens working cooperatively to keep Brookhaven clean and studies show, a well-maintained town has a high correlation with public safety. 7-Eleven donated bottled water, donuts and 1,000 Slurpee coupons to support participating volunteers.

**Coupon Program (youth incentives, teacher/adult appreciation, prizes)**

\* Participating Long Island 7-Eleven stores provide coupons to schools and local organizations for youth incentives and teacher appreciation.

**Other Examples of New York Community Involvement Initiatives**

- \* "Color Me" Program: participating Franchisees offer 7-Eleven Color Me Pages to schools and youth organizations. Children are asked to color and return for a free Slurpee. Pages are displayed in the store to showcase the art.
- \* Free Coffee Program: Participating Franchisees offer free coffee to police officers
- \* Car Wash Program: Participating Franchisees lend their parking lots to charities for fundraisers

**Other Event Sponsorships (Long Island)**

- Walk for Diabetes: Coffee Sponsor
- MADD: Coffee Sponsor
- Town of Oyster Bay: sponsored A Night Under The Stars celebrating our troops.
- Franchisees sponsor the local sport team

**History:** 7-Eleven, Inc. is the premier name and largest chain in the convenience retailing industry. Based in Dallas, Texas, 7-Eleven operates franchises or licenses some 10,200 7-Eleven® stores in North America. Globally, there are close to 51,700 7-Eleven stores in 16 countries. During 2012, 7-Eleven stores generated total worldwide sales close to \$84.8 billion. 7-Eleven has been honored by a number of companies and organizations recently. Accolades include: #2 on Franchise Times Top 200 Franchise Companies for 2013; #3 spot on Entrepreneur magazine's Franchise 500 list for 2012, and #3 in Forbes magazine's Top 20 Franchises to Start. 7-Eleven is No. 3 on Fast Company magazine's 2013 list of the "World's Top 10 Most Innovative Companies in Retail" and among the Top Veteran-Friendly Companies for 2013 by U.S. Veterans Magazine and on GI Jobs magazine's Top 100 Military Friendly Employers for 2014. Hispanic Magazine named 7-Eleven among its Hispanic Corporate Top 100 Companies that provide the most opportunities to Hispanics. 7-Eleven is franchising its stores in the U.S. and expanding through organic growth, acquisitions and its Business Conversion Program. Find out more online at [www.7-Eleven.com](http://www.7-Eleven.com) .

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