



City of Cambridge

72.

IN CITY COUNCIL

August 4, 1997

COUNCILLOR DUEHAY
VICE MAYOR BORN
COUNCILLOR DAVIS
COUNCILLOR GALLUCCIO
COUNCILLOR REEVES
MAYOR RUSSELL
COUNCILLOR SULLIVAN
COUNCILLOR TOOMEY
COUNCILLOR TRIANTAFILLOU

WHEREAS: On July 11, 1997, **7-Eleven** celebrated its 70th birthday; and

WHEREAS: From the docks of the Southland Ice Company in Dallas in 1927, Johnny Green started providing milk, eggs and bread for his customers to purchase when they came by for their regular supply of ice; and

WHEREAS: From that simple beginning convenience retailing grew into a \$152 billion dollar a year industry; and

WHEREAS: Because its business is neighborhood-based retail stores, **7-Eleven** has long been active in the communities where it does business, providing jobs and thousands of dollars each year for community initiatives; and

WHEREAS: **7-Eleven** donates more freshly made food to community food banks than any other company in the United States, and its canister collection campaigns provide funding for hundreds of local and national programs to promote literacy, crime-prevention and multi-cultural understanding; and

WHEREAS: **7-Eleven** pioneered programs to combat the sale of alcoholic beverages and tobacco products to minors and continually updates its programs to meet the challenges of selling these products in today's retail environment; its research-based crime deterrence programs have set the standard for the industry for more than 30 years; now therefore be it

RESOLVED: That this City Council go on record expressing congratulations to **7-Eleven** on the 70th anniversary of the creation of the convenience store; and be it further

RESOLVED: That the City Clerk be and hereby is requested to forward a suitably engrossed copy of this resolution to **7-Eleven** on behalf of the entire City Council.

In City Council August 4, 1997

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

D. Margaret Drury

ATTEST:-

D. Margaret Drury
City Clerk



July 3, 1997

Ms. Francis H. Duehay
Councilmember
795 Massachusetts Ave.
Cambridge, MA 02139

FD Resnick

RECEIVED BY
OFFICE OF CITY CLERK
97 JUL 16 PM 3:49
CAMBRIDGE MA.

121

Dear Ms. Duehay:

On July 11, we at 7-Eleven will celebrate our 70th birthday -- the 70th anniversary of the creation of the convenience store. And what a history it has been! From the docks of the Southland Ice Company in Dallas in 1927, a man named Johnny Green started providing milk, eggs and bread for his customers to purchase when they came by for their regular supply of ice. From that simple beginning convenience retailing grew into a \$152 billion-a-year industry.

In the last 70 years, 7-Eleven has grown to more than 16,600 stores in the U.S., its territories and 20 other countries. The Southland Corporation operates, franchises and licenses more than 5,500 7-Eleven and other convenience stores in the United States. And new stores continue to be built in this country and around the world.

Because we are neighborhood-based retail stores, 7-Eleven has long been active in the communities where we do business, providing jobs and thousands of dollars each year for community initiatives.

7-Eleven donates more fresh-made food to community food banks than any other company in the United States. Our canister collection campaigns provide funding for hundreds of local and national programs to promote literacy, crime-prevention and multi-cultural understanding.

7-Eleven pioneered programs to combat the sale of alcoholic beverages and tobacco products to minors and continually updates its programs to meet the challenges of selling these products in today's retail environment. And 7-Eleven's research-based crime-deterrence programs have set the standard for the industry for more than 30 years.

But most importantly, for 70 years 7-Eleven has offered customers the one thing they need most -- time-saving convenience. Whether it's diapers or flu medication at midnight, a cup of coffee on the way to work, a Big Gulp and a hot dog on a busy day, or a Slurpee to cool off the summer heat, 7-Eleven has built its business on giving people on the go what they need in a hurry.

As part of our birthday celebration, I have enclosed an overview of 7-Eleven's 70 years and a birthday card with coupons for several of 7-Eleven's most popular products. I invite you to contact us at 1-800-255-0711 if you would like more information on 7-Eleven or our 70th birthday.

Thank you for making 7-Eleven a part of the American landscape. As we like to say, "Oh Thank Heaven for 7-Eleven" ... and for the communities that support us.

Sincerely,

Clark Matthews
President and CEO



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COUNCILLOR DUEHAY

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Consent Order #72

Entire
memb-
R-1047

Councillor Duehay re: Congratulations
to 7-Eleven on the 70th anniversary
of the creation of the convenience
store.

In City Council August 4, 1997

ORDER ADOPTED