
7-ELEVEN TRYING TO GIVE AWAY 5 MILLION SLURPEES ON IT'S ANNIVERSARY



The famous convenience store chain 7-11 is using clever marketing to entice customers into their store. They are taking advantage of Twitter and other online social networks in order to spread the word about their promotion for the date July 11. Every year on July 11th, their anniversary, they give away free 7.11 oz cups of their Slurpee product. This year they want to reach 5 million free Slurpees, so they are heavily promoting it. Read the full article here: [Media Decoder: Tweeting an Anniversary and 5 Million Slurpees](#)

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