

New Police Program Rewards Good Behavior With Ice Cream

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A promise of ice cream could sway some behavior for kids in La Crosse. Cops are hoping that's the case. Police have been outfitted with Dairy Queen coupons to give to kids displaying good safety habits. Like wearing a bike helmet. Walking in a crosswalk. Why aren't kids doing that stuff already?

La Crosse officer Lisa Barrix. She anticipates police handing out three hundred free Dairy Queen treat coupons to good behaving kids.