



T R A I N I N G F O R I N T E R V E N T I O N P R O C E D U R E S

For Immediate Release

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Introducing a New and Improved Alcohol Server Training Program from TIPS

ARLINGTON, Virginia – January 19, 2011 - Health Communications, Inc., provider of the TIPS (Training for Intervention Procedures) Program, today announced the release of version 3.0 of the TIPS for On Premise program.

TIPS for On Premise Version 3.0 introduces an improved way of addressing the concerns of servers of alcohol across the nation. “With Version 3.0, we have updated the look and feel of the TIPS program,” said Trevor Estelle, HCI’s Vice President of Sales & Marketing. “We are confident that our trainers and their students will enjoy the new version of the program. The updated version will continue to create great, interactive sessions with trainers and servers alike.”

The changes include all new video scenes, including a new bonus scene that highlights challenges related to controversial scenarios such as reconciling personal opinions about serving alcohol with possible variations in liquor law or establishment policy. The new version also includes improved graphics and other changes designed to enhance readability and speed access to specific sections within the printed materials.

The On Premise Program is targeted towards restaurants, bars, nightclubs, resorts, hotels, and other establishments where alcohol is consumed on the premises. The five-hour classroom session provides participants with the knowledge and confidence necessary to reduce high-risk drinking at their establishments.

In 25 years, HCI has certified over 3 million servers worldwide in the TIPS program. There are TIPS-certified people in all 50 states plus the District of Columbia and over 30 foreign countries. TIPS (Training for Intervention ProcedureS) is a classroom-based training program that gives servers, sellers, and consumers of alcohol the knowledge and confidence they need to recognize potential alcohol-related problems, and teaches them how to effectively intervene to prevent alcohol-related tragedies. To learn more about TIPS, visit www.gettips.com