



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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Conference Promotes Responsible Alcohol Consumption in Communities

ARLINGTON, Virginia – January 23, 2008 - On September 23-25, 2008, Health Communications, Inc. (HCI) will be hosting the Alcohol Responsibility Conference (ARC) in Las Vegas, Nevada. The goal of the conference is to provide a roadmap on ways communities can promote responsible consumption. The conference will bring together members from all aspects of the community involved in or impacted by alcohol use, and focuses on debating and developing strategies for preventing alcohol misuse in a community by promoting responsible consumption.

The two-day conference will offer breakout sessions focusing on five different areas: Responsible Alcohol Service Training; Alcohol Issues in College & University Communities; Alcohol Enforcement and Legal Information; Community Partnerships to Promote Responsibility; and, Responsible Alcohol Licensee Operations. The conference will also include a Commercial and University Plenary session.

The Commercial plenary will consist of a simulated liquor liability case with a mock jury. Stakeholders within the community will represent the jury, which include an alcohol retailer, community coalition leader, law enforcement officer, alcohol industry representative, and insurance carrier. During the conference, the jury members will be able to ask questions of the seasoned liquor liability attorney's on both sides of the bench (plaintiff/defense).

The University plenary will consist of lively table-group discussions on controversial strategies on college campuses such as social norming, access to low-alcohol content drinks in controlled environments, dry campuses, parent notification, and online training. The rationale behind and effectiveness of these strategies will be openly debated among universities and colleges, law enforcement, and alcohol retailers.

The conference will take place at Harrah's in the center of The Las Vegas Strip. Early registrations are now being accepted at a discounted fee of \$399 per person. For more information and/or to register, please visit www.alcoholresponsibility.com.

About Health Communications, Inc.

Health Communications, Inc. (HCI) was founded in 1982 by Dr. Morris Chafetz, founding director of the National Institute of Alcohol Abuse and Alcoholism. HCI is a nationally recognized expert in the field of alcohol server training. Its flagship program, TIPS, was the first of its kind and continues to set industry standards for this type of training. Numerous public officials and government agencies have recognized and endorsed TIPS training as life-saving and critical to the progress made in reducing alcohol-related injuries and deaths. Proven effective by third-party studies, TIPS is a skills-based training program that is designed to prevent intoxication, underage drinking, and drunk driving. TIPS offers seven programs that address the unique environments where alcohol is served, sold, and consumed, including On Premise, Off Premise, Concessions, Gaming, University, Seniors, and Workplace.