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### **For Immediate Release**

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## **Health Communications Announces Alcohol Responsibility Conference 2008 - Moving Communities Toward Responsible Consumption**

*ARLINGTON, Virginia – October 31, 2007* - Health Communications, Inc. (HCI) today announced that the Alcohol Responsibility Conference 2008 - Moving Communities Toward Responsible Consumption (ARC 2008) will be held in Las Vegas, NV, on September 23 - 25, 2008. With its inaugural event earlier this year, the conference established itself as the first successful forum for finding ways to promote responsible consumption in a community. The 2008 conference will allow participants to again join forces in the fight to build responsible communities.

The conference brings 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. Attendees for the conference include alcohol responsibility trainers, law enforcement officers, insurance agents, state and local regulators, human resources professionals, risk managers, food & beverage managers, corporate executives, liquor liability attorneys, university administrators, and more.

Scott Devine, an officer with the Bermuda Police Service, remarked that the last conference was, “A great chance to meet other members of law enforcement and other organizations, to swap ideas and find new and interesting ways to tackle alcohol-related issues.”

The two-day conference will offer breakout sessions targeted to 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. Additionally, attendees will benefit from several general sessions on hotly debated alcohol-related issues, as well as structured networking events to facilitate new partnerships and collaboration.

Marcia Baldwin, Conference Coordinator, says “This conference is unique because it is designed to empower attendees to move their communities forward to a more mature and responsible culture that simply no longer tolerates alcohol misuse.”

The conference will take place at Harrah’s Las Vegas, in the center of The 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](http://www.alcoholresponsibility.com).

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#### **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.