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### **For Immediate Release**

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### **Conference Provides Solutions for Promoting Responsible Alcohol Consumption**

*ARLINGTON, Virginia – April 16, 2009* - Health Communications, Inc. (HCI) today announced that the Alcohol Responsibility Conference 2009 – Solutions for Promoting Responsible Alcohol Consumption (ARC 2009) will be held in Walt Disney World, Florida on September 29 – October 1, 2009. In 2007, HCI (providers of the TIPS program) brought together people representing a variety of perspectives on alcohol issues from across the country to discuss methods and techniques to create a responsible environment around alcohol consumption. In 2008, the conference continued to build bridges and break barriers by sharing ideas and experiences aimed at preventing the misuse of alcohol. The goal of this year's conference is to provide proven solutions that community and industry leaders can implement in their neighborhoods. ARC 2009 will allow participants to again join forces in the fight to build responsible communities.

“The conference provides a way to share ideas and experiences among others with whom we do not normally interact to make lasting, widespread change toward more responsible communities nationwide,” said Trevor Estelle, HCI's Vice President of Sale & Marketing.

The conference brings together members from all areas of the community involved in or impacted by alcohol use, and focuses on developing strategies for preventing alcohol misuse by promoting responsible consumption. Conference attendees are drawn from all facets of the community, including 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.

The two-day conference will offer breakout sessions targeted toward five different areas: Responsible Alcohol Service Training; Alcohol Issues within 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 collaborative partnerships.

The conference will take place at Disney's Contemporary Resort. 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: On Premise, Off Premise, Concessions, Gaming, University, Seniors, and Workplace.