



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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InterContinental Hotels Group Recognized for Responsible Alcohol Service Program

ARLINGTON, Virginia – September 5, 2012 – Health Communications, Inc. (HCI), the providers of the TIPS (Training for Intervention ProcedureS) Program, is pleased to announce that InterContinental Hotels Group (IHG) based in Atlanta, Georgia has been awarded the 2012 TIPS Award of Excellence. This is an award bestowed by Health Communication’s President & CEO, Adam Chafetz, and is chosen by an internal committee based on both volume of TIPS training and feedback from TIPS Trainers and student participants. Nine (9) other companies received the award in 2012. According to Mr. Chafetz, “InterContinental Hotels Groups has repeatedly demonstrated their commitment to the safety of their guests and employees. They go above and beyond the standard TIPS program by having developed their own trainer incentive and recognition component.”

Through their World Class Beverage Program, IHG requires that all employees who serve alcohol be certified in the TIPS for On Premise program. In addition, IHG encourages their properties to have at least one certified TIPS Trainer on staff. As a result, more than 5,500 employees have been certified since IHG began using TIPS in the late 90’s. To reinforce the importance IHG places on TIPS certification in helping ensure the safety of guests and employees at their hotels, the World Class Beverage Program developed its own certificate of commendation. This certificate is sent, along with a professional wine key, to each IHG associate who successfully completes the course. “The success of our program rests squarely on the shoulders of our TIPS Trainers, so I accept this award on their behalf,” noted Jean-Pierre Etcheberrigaray, IHG’s Vice President of Food & Beverage.

The participation of IHG and its employees in the TIPS program has been recognized by a number of public figures and organizations, including receiving the 2011 VIBE Vista Award for Best Responsible Alcohol Service award. The TIPS for On Premise program is targeted towards restaurants, bars, hotels, and other establishments where alcohol is consumed on the premises. TIPS provides participants with strategies for preventing alcohol sales to underage and/or intoxicated patrons. The primary goal of the program is to build skills, instill confidence, and empower servers to step in to situations and ensure that alcohol is sold responsibly and legally. Employees and managers who participate are able to prevent sales to minors, recognize signs of intoxication, effectively intervene to prevent problem situations, and handle refusal situations with greater confidence.

About Health Communications, Inc.

Health Communications, Inc. (HCI) was founded in 1982 by Dr. Morris Chafetz, founding director of the National Institute on Alcohol Abuse and Alcoholism. Located in the Washington, DC metropolitan area, HCI is a nationally recognized expert in the field of alcohol training. Its flagship program, TIPS, was the first of its kind and continues to set industry standards for this type of training. 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 40 foreign countries. 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. More information is available at www.gettips.com.