



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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Hard Rock Cafe Recognized for Responsible Alcohol Training Program

ARLINGTON, Virginia – October 12, 2015 – Health Communications, Inc. (HCI), the providers of the TIPS (Training for Intervention ProcedureS) Program, is pleased to announce that Hard Rock International based in Orlando, Florida has been awarded the 2015 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.

While four other companies received the award in 2015, Hard Rock Cafe is the only recipient in the restaurant & bar category. According to Mr. Chafetz, “By having certified over 2,000 employees in the TIPS program in the past 2 years, Hard Rock Cafe has continually demonstrated their commitment to their guests and the communities they operate in.”

The TIPS for On Premise program is designed for restaurants, bars, nightclubs, hotels, and other establishments where alcohol is consumed on the premises. The primary goal of TIPS alcohol training is to build skills, instill confidence, and empower servers to intervene in alcohol-related situations and ensure that alcohol is sold responsibly and legally. Employees and managers who are certified in TIPS 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.