



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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Food City Recognized for Responsible Alcohol Sales Training

ARLINGTON, Virginia – June 28, 2013 – Health Communications, Inc. (HCI), the providers of the TIPS (Training for Intervention Procedures) Program, is pleased to announce that Food City has been awarded the 2013 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 employees certified and feedback from TIPS Trainers and student participants.

Food City has been certifying their employees in the TIPS for Off Premise program since 1994. As a result, they have certified over 22,000 employees in an effective alcohol seller training program. “It is an honor to have received such a significant award,” said Steve Smith, Food City’s President and CEO. “The safety of our customers and the communities we serve has always been our top priority. Equipping our associates with the skills and confidence to prevent the misuse of alcohol is a must. Providing TIPS training to our employees is vital. I am proud to accept this award on behalf of over 13,000 dedicated Food City associates.”

The TIPS for Off Premise Program is specifically targeted towards grocery stores, convenience stores, and liquor stores. The three-hour classroom session 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 cashiers and clerks 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. According to Mr. Chafetz, “Food City has always been a community-oriented operation. Having trained their employees in TIPS for close to 20 years is yet another example of their dedication and commitment.”

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. 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.

About K-VA-T Food Stores, Inc. (Food City’s parent company)

Headquartered in Abingdon, Virginia, K-VA-T Food Stores operates 106 supermarkets throughout the tri-state regions of Southeast Kentucky, Southwest Virginia and Northeast Tennessee.