



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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Wegmans Wins Award for Responsible Alcohol Service and Sales Training

ARLINGTON, Virginia – June 7, 2013 – Health Communications, Inc. (HCI), the providers of the TIPS (Training for Intervention ProcedureS) Program, is pleased to announce that Wegmans Food Markets, Inc., one of the country’s leading supermarket chains, 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.

Wegmans has certified over 1,200 employees in either the TIPS for Off Premise or TIPS for On Premise programs in Massachusetts, Pennsylvania, and Virginia. “As a company, we pride ourselves on setting high standards in everything we do. The TIPS Program was selected because of its nationally recognized reputation for excellence in training responsible alcohol service,” says Wegmans Director of Restaurants Kathy Haines, “We are very committed to our customers and employees, but also to the communities where we operate stores. A big part of that commitment is serving alcohol responsibly. The TIPS program gives our employees the tools to accomplish this goal.”

The TIPS for Off Premise Program is specifically targeted towards grocery and convenience stores. The TIPS for On Premise program is targeted towards restaurants, bars, and other establishments where alcohol is consumed on the premises. Regardless of the program, 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.

According to Mr. Chafetz, “Wegmans is a unique supermarket brand that has a reputation for investing in their employees and the communities that they serve. Having trained their employees in TIPS is just 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 Wegmans Food Markets, Inc.

Wegmans Food Markets, Inc. is an 81-store supermarket chain with stores in New York, Pennsylvania, New Jersey, Virginia, Maryland, and Massachusetts. The family-owned company, founded in 1916, is recognized as an industry leader and innovator. Wegmans has been named one of the ‘100 Best Companies to Work For’ by FORTUNE magazine for 16 consecutive years. In 2013, Wegmans ranked No. 5 on the list.