



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

Contact: Trevor Estelle
703-524-1200 ext. 357
estellet@gettips.com

New Alcohol Seller Training Program for Grocery, Convenience, and Liquor Stores

ARLINGTON, Virginia – September 19, 2011 - Health Communications, Inc. (HCI), provider of the TIPS (Training for Intervention Procedures) Program, today announced the release of version 3.0 of the TIPS for Off Premise program.

TIPS for Off Premise, Version 3.0, introduces to cashiers, managers, and operators an improved way of addressing alcohol-related sales concerns. The 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.

“It is all about making a difference,” said Trevor Estelle, HCI’s Vice President. “Off Premise 3.0 equips cashiers and clerks with the skills and confidence they need to ensure that they sell alcohol only to customers who are of legal age and are not intoxicated. The new program version will continue to support our trainer’s efforts to create great, interactive sessions with their participants.”

The primary goal of the new program is to build skills, instill confidence, and empower participants 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. The new version also includes improved graphics and other changes designed to enhance readability and speed access to specific sections within the printed materials.

In 25 years, across the world, HCI has certified over 3 million servers and sellers in the TIPS program. There are TIPS-certified people in all 50 states plus the District of Columbia and over 40 foreign countries. In addition to TIPS for Off Premise, HCI offers programs specifically designed for restaurants, bars, hotels, casinos, stadiums, festivals, amphitheaters, arenas, senior citizens, and university environments. Several of HCI’s programs, including Off Premise, are available in an eLearning format as well. To learn more about TIPS, visit www.gettips.com