



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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### **TIPS Launches Alcohol Seller Training Program for Casinos**

*ARLINGTON, Virginia – October 25, 2011* - Health Communications, Inc. (HCI) today unveiled TIPS for Gaming 2.0, an alcohol server training and certification program designed specifically for casinos, riverboats, and gambling centers.

TIPS for Gaming, Version 2.0, introduces improved ways of addressing alcohol-related service concerns to casino personnel. In addition to preventing the illegal sale of alcohol, casino employees learn how to handle individuals who have had too much and keep them from harming themselves, the property, and others. Taught by certified TIPS Trainers, TIPS for Gaming 2.0 challenges casino employees to evaluate and re-evaluate the way they manage their customers.

“Promoting responsible consumption in a casino environment comes with its own set of challenges; therefore, requires a specifically designed program to address those unique challenges,” remarked Adam Chafetz, President and CEO of HCI (the providers of the TIPS program). “TIPS equips casino personnel 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.”

In 25 years, 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 Gaming, HCI offers programs specifically designed for restaurants, bars, hotels, convenience and grocery stores, stadiums, festivals, amphitheaters, arenas, senior citizens, and university environments. Several of HCI’s programs, including Gaming, are available in an eLearning format as well. To learn more about TIPS, visit [www.gettips.com](http://www.gettips.com)