



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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Alcohol Training Program Appoints Texas State Liaison

ARLINGTON, Virginia – September 9, 2010- Health Communications, Inc. is pleased to announce the appointment of Grace Kelly to their Texas State Liaison position. Ms. Kelly's office is located at 10700 Anderson Mill Road, Suite 140, Austin 78750. She is responsible for managing the TIPS program in the State of Texas. TIPS (Training for Intervention ProcedureS) is the global leader in education and training for responsible service, sale, and consumption of alcohol. Proven effective by third party studies, TIPS is a skills-based training program that is designed to prevent intoxication, underage drinking, and drunk driving. TIPS is widely used in every state in the country as well as in over 50 foreign countries. TIPS was the first nationally-recognized alcohol server training program and, in the 28 years since its inception, TIPS has certified over 3 million people.

Using her 15 years of hospitality experience, Ms. Kelly has created the "Texas TIPS Trainer Network" which currently consists of over 100 trainers from across the State of Texas. The network includes representative in every region with the mission of preventing the misuse of alcohol through effective training offered by the TIPS program. In addition, Ms. Kelly is working with various state agencies, associations, coalitions and alcohol retailers to effectively bring the skills and knowledge to the people that can make a difference in preventing the misuse of alcohol.

The focus of TIPS Training is on responsible consumption, whether it's a bar, restaurant, ballpark concession, hotel, casino or university. Participants leave TIPS training prepared to handle alcohol-related situations with greater confidence and intervene quickly and assuredly in potential problem situations. TIPS training is appropriate for anyone who sells, serves, or consumes alcohol. The program is available in both a classroom and online format.

"We are please to have Gracie as part of our team. As our company grows, so do our needs. TIPS Training in Texas has grown to the point where we needed in-state representative to not only support our existing network, but also to expand," said Trevor Estelle, Vice President of Sales & Marketing. "We look forward to continuing our efforts to promote responsible consumption in Texas." Ms. Kelly may be reached for appointments and inquiries at kellyg@gettips.com or by phone at (512) 410-9971.

About Health Communications, Inc.

Health Communications, Inc. (HCI) was founded in 1982 by Dr. Morris Chafetz, founding director of the National Institute of Alcohol Abuse and Alcoholism. 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. Proven effective by third-party studies, TIPS offers seven programs that address the unique environments where alcohol is served, sold, and consumed.