



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: Marcia Baldwin
 703-524-1200 ext. 347
 baldwinm@gettips.com

Alcohol Responsibility Conference Announces Debate on Minimum Legal Drinking Age

Arlington, Virginia – May 28, 2008 - Health Communications, Inc. (HCI), provider of the TIPS program and host of the Alcohol Responsibility Conference 2008 (ARC 2008), announced today the conference's closing event: a session called "The Great Debate – *Should the Minimum Legal Drinking Age Remain 21?*" The debate will feature Jeff Levy of MADD and John McCardell of Choose Responsibility. The ARC 2008, to be held on September 23-25, 2008 in Las Vegas, will bring together members from all aspects of the community involved in or impacted by alcohol use to discuss and develop strategies for preventing alcohol misuse in communities by promoting responsible consumption.

Jeff Levy, a member of the National Board of Directors for Mothers Against Drunk Driving (MADD) and whose son Jonathan was killed at the age of 20 while riding in a vehicle with an underage drinking driver in October 1997, will debate John McCardell, founder and director of the Choose Responsibility organization, on one of today's hottest topics in current events: the minimum legal drinking age of 21. This closing session at the ARC 2008 will present a balanced and objective debate between two leading authorities on the topic.

The goal of the session is to equip attendees with concrete information they can take back to their communities to better inform their own discussions and debates on the issue. In addition to the 21 Debate, the two-day conference will offer breakout sessions focusing on five different areas: Responsible Alcohol Service Training; Alcohol Issues in College & University Communities; Alcohol Enforcement and Legal Information; Community Partnerships to Promote Responsibility; and Responsible Alcohol Licensee Operations, as well as a number of general sessions.

The ARC 2008 is designed for individuals at the local level who have an interest in promoting the responsible consumption of alcohol, and offers a unique opportunity for such individuals to network with others from across the country who have the same goal. Adam Chafetz, President and CEO of HCI, sees the closing debate on the drinking age as a fitting representation of the overall goal for the conference. "The debate exemplifies what we're doing with the entire conference: bringing together people who have a stake in promoting responsible alcohol consumption, but who may not agree on what that looks like or how we create responsibility within our communities."

The conference will take place at Harrah's in the center of The Las Vegas Strip. Early registrations are now being accepted at a discounted fee of \$399 per person. For more information and/or to register, please visit www.alcoholresponsibility.com.

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 server 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 is a skills-based training program that is designed to prevent intoxication, underage drinking, and drunk driving. TIPS offers seven programs that address the unique environments where alcohol is served, sold, and consumed, including On Premise, Off Premise, Concessions, Gaming, University, Seniors, and Workplace.