



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 Responsible Alcohol Service Training Program Tailored for Stadiums, Arenas, Fairs, and Festivals**

*ARLINGTON, Virginia – January 9, 2013* - Health Communications, Inc. (HCI) today unveiled TIPS for Concessions 3.0, an alcohol server training and certification program tailored specifically for stadiums, arenas, theaters, concert halls, fairs, amusement parks, festivals, and other concession-type venues.

TIPS for Concessions, Version 3.0, introduces improved ways of addressing alcohol-related service concerns to concessions personnel. In addition to preventing the illegal sale of alcohol, concession 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 Concessions 3.0 challenges employees to evaluate and re-evaluate the way they manage their customers.

“Promoting responsible consumption in stadium or other concession environments comes with its own set of challenges and, 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). “A TIPS trained venue decreases the likelihood of alcohol-related incidents and, in turn, provides a better fan experience.”

The new version of TIPS for Concessions includes all new video scenes, improved graphics, and changes to print materials designed to enhance readability and access to specific program information. Employees and volunteers who attend the two-and-a-half hour classroom session are able to spot underage drinkers and prevent sales to minors, recognize signs of intoxication, effectively intervene to prevent problem situations, and handle refusal situations with greater confidence.

In 30 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 Concessions, HCI offers programs specifically designed for restaurants, bars, hotels, convenience and grocery stores, casinos, senior citizens, and university environments. Several of HCI’s programs are available in an eLearning format as well. To learn more about TIPS, visit [www.gettips.com](http://www.gettips.com)