

# Food City Recognized for Responsible Alcohol Sales Training

ARLINGTON, Va.—Health Communications, Inc. (HCI), the providers of the TIPS (Training for Intervention ProcedureS) Program, is pleased to announce that Food City has been awarded the 2013 TIPS Award of Excellence. This is an award bestowed by Health Communication's President & CEO, Adam Chafetz, and is chosen by an internal committee based on both volume of employees certified and feedback from TIPS Trainers and student participants.

Food City has been certifying their employees in the TIPS for Off Premise program since 1994. As a result, they have certified over 22,000 employees in an effective alcohol seller training program. "It is an honor to have received such a significant award," said Steve Smith, Food City's President and CEO. "The safety of our customers and the communities we serve has always been our top priority. Equipping our associates with the skills and confidence to prevent the misuse of alcohol is a must. Providing TIPS training to our employees is vital. I am proud to accept this award on behalf of over 13,000 dedicated Food City associates."

The TIPS for 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. The primary goal of the program is to build skills, instill confidence, and empower cashiers and clerks 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. According to Mr. Chafetz, "Food City has always been a community-oriented operation. Having trained their employees in TIPS for close to 20 years is yet another example of their dedication and commitment."

About Health Communications, Inc.  
Health Communications, Inc. (HCI) was founded in 1982 by Dr. Morris Chafetz, founding director of the National Institute on Alcohol Abuse and Alcoholism. Located in the Washington, DC metropolitan area, HCI is a nationally recognized expert in the field of alcohol training. Its flagship program, TIPS, was the first of its kind



PHOTO SUBMITTED  
From left are Chief Wade of Bristol Tennessee Police Department, Kevin Stafford, Food City Director of Front-End Operations, Rick Bishop, Food City District Manager Nick Newcott, TIPS Training Specialist, Steve Smith, Food City President/CEO Raymond Stockard, Food City Store Manager, Sheriff Newman of Washington County Virginia and Sheriff Anderson of Sullivan County Tennessee

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. More information is available at [www.gettips.com](http://www.gettips.com).

About K-VA-T Food Stores, Inc. (Food City's parent company)  
Headquartered in Abingdon, Virginia, K-VA-T Food Stores operates 106 supermarkets throughout the tri-state regions of Southeast Kentucky, Southwest Virginia and Northeast Tennessee.

## Second Harvest Food Bank of East Tennessee wins Morgan Stanley Award to expand program delivering nutritious meals to children and families

MARYVILLE—Second Harvest Food Bank of East Tennessee today announced a \$50,000 grant from Morgan Stanley to help fund its Summer Food for Kids Program, a child hunger initiative that helps to make sure kids are fed when they are not in school.

The local award is the latest phase of Fill the Plate, Morgan Stanley's long-standing partnership with Feeding America, the nation's leading hunger-relief charity. In total, Morgan Stanley has committed more than \$13 million for the Feeding America network to distribute millions of meals to children and families across all 50 states. As part of that initiative, Morgan Stanley will award more than \$1 million each year for the next four years to local food banks like Second Harvest Food Bank of East Tennessee to launch, expand and sustain critical childhood feeding programs.

"We are thrilled to receive this important grant from Morgan Stanley to fund our efforts to deliver more nutritious meals to children and families throughout the summer months," said Second Harvest Executive Director, Elaine Streno. "What's extraordinary and groundbreaking about this award is that we were able to choose how to use the funds in a way that best matches the nutritional health needs of the East Tennessee community."

Second Harvest's Food for Kids program works by putting nutritious food directly into the hands of children at risk of hunger by filling backpacks with kid-friendly food such as granola bars, fruit cups and peanut butter crackers. With this program, kids who usually get reduced or free lunch at school can get the nutrition they need even when they aren't in school over weekend or long breaks.

"Giving back to the communities where we live and work is one of Morgan Stanley's core values," said David Elias, Branch Manager, Morgan Stanley Wealth Management, Knoxville. "As Morgan Stanley employees, we are proud of our Firm's grant to Second Harvest Food Bank of East Tennessee, especially since so many of us are also long-time volunteers at this important community organization."



PHOTO SUBMITTED  
Morgan Stanley Knoxville Branch staff volunteered their time at Second Harvest and presented \$50,000 check to Food Bank staff for Summer Food for Kids.

Nationwide, child hunger is a critical problem. According to the US Department of Agriculture, about 16 million children are at risk of going hungry. About one in five children under the age of 18 do not have access to enough nutritious food to learn, grow and thrive.

For more information on how you

can get involved in hunger relief programs, volunteer, or to make a donation, call Second Harvest Food Bank at (865) 521-0000 or visit [www.secondharvest-etn.org](http://www.secondharvest-etn.org).

Second Harvest Food Bank of East Tennessee, a member of Feeding America, has worked to eliminate hunger

since 1982. In 2012, this organization provided food for more than 12.2 million meals in 18 counties in East Tennessee. With 8 major programs and 525 Agency/Food Partners, Second Harvest Food Bank of East Tennessee distributes food to more than 168,000 kids, adults and seniors each month.

# FORBIDDEN CAVERNS

**Directions to:**

**FORBIDDEN CAVERNS**

Take the Sevierville, TN exit #432A from I-40 at Newport, TN for a scenic drive down 411 South to Forbidden Caverns or take the Great Smoky Mountain National Park exit #407 from I-40 at Sevierville, TN.

For more information and special group rates dial 865-453-5972.

**OPEN MONDAY - SATURDAY 10 AM - 6 PM • CLOSED SUNDAYS**  
**SEASON BEGINS APRIL 1 - NOVEMBER 30. CLOSED THANKSGIVING DAY.**  
**CLOSED DECEMBER - JANUARY - FEBRUARY - MARCH**

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**f**ORBIDDEN CAVERNS, near Sevierville, is one of America's most spectacular caves. It provides the visitor with an entertaining and educational tour walking past sparkling formations, towering natural chimneys, numerous grottos and a crystal-clear stream. Special lighting effects, a stereophonic sound presentation and well-trained tour guides combine to make this a most enjoyable experience. The trails are well-lighted, with handrails at all necessary points.

Forbidden Caverns was a natural shelter for early inhabitants of this area especially providing a warm place to live in the winter. Among these ancient dwellers were the Eastern Woodland Indians who roamed our East Tennessee forests and mountains in search of good hunting grounds. Chert or flint is found here in limited quantities and was used hundreds of years ago to fashion arrowheads, scrapers and knives. A running stream within the cavern gave the Indians a constant supply of water. Scientists believe the source of this stream to be an underground lake located under English Mountain. The cave also contains many unusual and unique formations that are still in the process of forming and growing. Forbidden Caverns boasts the largest wall of rare cave onyx known to exist.

An interesting Indian legend tells the fate of an Indian princess who was lost in a "hollow mountain of two streams"... "which is forbidden." During the early twenties and until 1943, the cave was used to make illegal moonshine. For this purpose, the cave was an excellent location. With the good water supply mentioned earlier, Moonshiners had available a well-hidden, isolated location which was ideal for the manufacture of their homemade whiskey.

In 1964, a group of business and professional men began the planning and vast undertaking of opening this natural attraction to the public. After 3 years of excavation and development, Forbidden Caverns was opened in June 1967.

Our season begins April 1st, Mon-Sat 10 a.m. - 6 p.m., closed Sunday, and extends through Nov. 30th, closed Thanksgiving Day. The average guided tour is 55 minutes. Free parking is provided for cars and buses.

In addition, there is a souvenir shop and refreshments.

**FORBIDDEN CAVERNS**

MEMBER OF THE NATIONAL CAVE ASSOCIATION

**455 Blowing Cave Road**

• Sevierville, Tennessee 37876 • Phone (865) 453-5972