



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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### **First Public-Private Partnership to Raise the Bar for Responsible Alcohol Service in Singapore**

Arlington, Virginia – April 3, 2014 – In partnership with Asia Pacific Breweries Singapore (APB Singapore) and the Association of Bartenders and Sommeliers Singapore (ABSS), Health Communications, Inc. (HCI) today announced the launch of the TIPS (Training for Intervention Procedures) program in Singapore. Twelve (12) individuals from Singapore's local hospitality industry attended a two-day Train-the-Trainer workshop to become certified TIPS trainers. Through the ABSS, these trainers will provide TIPS training to local and regional bar and service staff.

The newly certified TIPS trainers will offer the first TIPS training session for participants on April 4, 2014. As part of a national effort to raise the overall bartending and service standards in Singapore, e2i (the Employment and Employability Institute in Singapore) will subsidize 50% of the course fee for each local participant enrolled in a TIPS training course. Furthermore, the Health Promotion Board (HPB), which is a driver for national health programs in Singapore, is supportive of TIPS. HPB will encourage nightlife businesses and entertainment outlets to send their staff for training at ABSS as part of its efforts in promoting responsible serving of alcohol.

“We are pleased to have Singapore become the first country in Asia Pacific to launch the TIPS program via local trainers,” said Adam Chafetz, President and CEO of HCI and TIPS Master Trainer, who traveled to Singapore to conduct the Train-the-Trainer workshop. “More significantly, we would like to congratulate APB Singapore for successfully bringing together the industry and the public sector to spearhead TIPS here in Singapore. We hope to replicate this multi-stakeholder model for TIPS training throughout the region.”

Michael Cheng, President of ABSS, said, “The Association is excited to partner with APB Singapore and HCI to spearhead and facilitate TIPS training and certification in Singapore.” Shannen Fong, Head of Corporate Relations, APB Singapore, added, “Responsible alcohol service and retailing can influence consumption patterns of alcohol, which in turn, can mitigate harm. We are heartened by the willingness of the private and public sectors to support responsible alcohol service and retailing in Singapore.”

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#### ***About Health Communications, Inc.***

Health Communications, Inc. is the provider of the country's leading alcohol server training program. Over the past 30 years, HCI has certified over 3.5 million participants worldwide in the TIPS program. TIPS is a skills-based training program designed to prevent intoxication, underage drinking, and drunk driving. To learn more, visit [www.gettips.com](http://www.gettips.com).

#### ***About Asia Pacific Breweries Singapore***

Asia Pacific Breweries (Singapore) Pte Ltd is a leading brewing company in Singapore. The company's portfolio of beers includes *Tiger Beer*, *Heineken*, *Anchor Beer*, *Baron's Strong Brew*, *Guinness Stout*, *ABC Stout* and the *Archipelago* range of craft beers and ciders. To create great beer experiences for all occasions, APB Singapore also boasts a wider portfolio of beers which comprises *Kirin*, *Erdinger*, *Kilkenny*, *Guinness Draught*, *Strongbow*, *Bulmers*, and *Sol*. APB Singapore is now a HEINEKEN operating company.

#### ***About the Association of Bartenders and Sommeliers Singapore (ABSS)***

Founded in 1987, the Association of Bartenders & Sommeliers, Singapore (ABSS) is one of the most active food and beverage organizations in Singapore. Each year, ABSS organizes courses and competitions in Singapore and other Southeast Asia countries as well as in Seychelles and Mauritius. In 1993, ABSS partnered with the International

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Bartenders Association to organize the renowned Elite Bartenders Course in Singapore, the first country outside Europe to host the prestigious course. ABSS has since been offering the Elite Bartenders Course to local and regional bar service staff, catapulting Singapore to the world stage in this regard.

***About e2i (Employment and Employability Institute)***

As the leading organization to create solutions for better employment and employability, e2i exists to create better jobs and better lives for workers. Since 2008, e2i has helped 200,000 workers through providing better jobs, developing better skills through professional development, and improving productivity for companies. An initiative of the National Trades Union Congress (NTUC), supported by the Workforce Development Agency (WDA), the Singapore Labour Foundation (SLF), and the Singapore National Employers' Federation (SNEF), e2i serves all segments of workers, from rank-and-file to professionals, managers and executives. Visit [www.e2i.com.sg](http://www.e2i.com.sg) for more information.