



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 Alcohol Training Program Launches ID Verification App

ARLINGTON, Virginia – August 20, 2013 - Health Communications, Inc., providers of the TIPS (Training for Intervention Procedures) Program, today announced the release of the **TIPS Mobile ID Guide**. As part of TIPS training, participants learn to verify the authenticity of an ID, a task that has become more challenging as fake IDs have become more sophisticated. The TIPS Mobile ID Guide is a mobile, digital ID catalog that displays images and unique features of IDs from all 50 states, Canada, Puerto Rico, and more. With the app, servers and sellers, bartenders, law enforcement, and others can, through a couple of taps on their mobile devices, quickly and efficiently verify the authenticity of any ID. The new app is available in both Apple and Android versions.

The app displays front and back images for each ID and highlights features that can be used during verification checks such as unique ultra violet (UV) components, microprint, laser perforation, tactile patterns, and more. In addition, the Mobile ID Guide offers quarterly updates to ensure that users have access to the most current IDs.

“There is no better way to check the authenticity of an ID than by physically examining it. By having accurate and up-to-date information about the unique features of IDs, servers and sellers will be able to make an informed decision when a guest presents an unfamiliar ID,” said Trevor Estelle, Vice President of Sales & Marketing with The TIPS Program. “Determining if an ID is valid can be one of the toughest yet most important responsibilities a server or seller of alcohol will face. There are many strategies they can use to make certain that their guests are of legal age. The TIPS Mobile ID Guide is another tool to put in the box,” Mr. Estelle added.

The TIPS Mobile ID Guide is being offered for \$23.95. Volume discounts are available. For more information on the app or to find out more information about the TIPS Program, please visit www.gettips.com or call 1-800-GET-TIPS.

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.