



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: Trevor Estelle
703-524-1200 ext. 357
estellet@gettips.com

Michigan Liquor Control Commission Approves TIPS Online Alcohol Server Training Program

Arlington, Virginia – April 21, 2014 – Health Communications, Inc. (HCI) today announced that eTIPS On Premise – Michigan, an online responsible alcohol training and certification program, was approved by the Michigan Liquor Control Commission (MLCC). Since 2001, the MLCC has required alcohol server training for licensees obtaining new on premise licenses or transferring more than 50% interest in existing on premise licenses. TIPS (Training for Intervention ProcedureS) was one of the first approved alcohol server training programs. Until recently, the only way to obtain certification was through classroom courses conducted by certified TIPS trainers. With the MLCC’s approval of eTIPS On Premise – Michigan, servers can now earn the required training certification online as well as through the TIPS for On Premise classroom course.

Since 1982, TIPS has trained and certified over 200,000 individuals in responsible alcohol service in the state of Michigan. In addition, TIPS has certified over 2,000 trainers in Michigan. TIPS helps Michigan licensees comply with jurisdiction-specific liquor laws, and teaches strategies to ensure responsible alcohol service and to prevent illegal alcohol sales to underage and/or intoxicated guests. Additionally, the TIPS program can help Michigan licensees reduce exposure to alcohol liability lawsuits, lower insurance rates, and improve customer satisfaction. “eTIPS offers Michigan licensees a convenient option for obtaining certification. The ability to support individual users is critical to ensuring a positive experience,” says HCI Vice President Trevor Estelle. “We are pleased to provide extended support hours to our eTIPS customers in Michigan and to answer any questions, both content specific and technical, to make sure they are successful.”

The eTIPS program is a self-paced, innovative approach to alcohol server training. It allows participants to obtain practical and valuable training anywhere and at any time. Currently, eTIPS is available for On Premise, Off Premise, and Gaming. eTIPS On Premise – Michigan is customized to deliver information on the laws and regulations unique to the state of Michigan. Through interactive lessons, scenarios and quizzes, eTIPS On Premise – Michigan, gives servers the knowledge and confidence they need to recognize potential alcohol-related problems and teaches them to effectively intervene to prevent alcohol-related tragedies.

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. 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 responsible alcohol service training. TIPS has certified over 3.5 million participants in all 50 states and more than 40 different countries. Numerous public officials and government agencies have recognized and endorsed TIPS training as lifesaving 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 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. To learn more, visit the [TIPS website](http://www.gettips.com).

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