



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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### **Xanterra Parks & Resorts Wins Responsible Alcohol Service Award**

*ARLINGTON, Virginia – July 12, 2013* – Health Communications, Inc. (HCI), the providers of the TIPS (Training for Intervention Procedures) Program, is pleased to announce that Xanterra Parks & Resorts, Inc. based in Greenwood Village, Colorado 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 TIPS training and feedback from TIPS Trainers and employee participants. Four (4) other companies received the award in 2013. According to Mr. Chafetz, “As the largest environmentally conscious park management company in the United States, it is not surprise that Xanterra has embedded the TIPS philosophy on responsible alcohol service into their company culture. They have repeatedly demonstrated their commitment to the safety of their guests and employees.”

Xanterra has been training and certifying their employees in the TIPS program since 1988. As a result, Xanterra has certified over 7,200 employees in a nationally-recognized and effective responsible alcohol training program. Xanterra has twenty-five (25) certified trainers on staff that are spread out at their various properties across the country. This allows Xanterra to regularly conduct TIPS sessions and have an in-house responsible alcohol service expert who fosters an atmosphere of professionalism, maintains compliance with state and local regulations, encourages teamwork among staff members, and builds bridges within the parks and communities that Xanterra operates in.

Xanterra trains both the TIPS for On Premise and the TIPS for Off Premise program depending on the venue. The TIPS for On Premise program is targeted towards hotels, restaurants, bars, and other establishments where alcohol is consumed on the premises, while TIPS for Off Premise is tailored for grocery and convenience stores. Regardless of the program, TIPS 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 servers 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. TIPS 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 servers 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.

#### **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 and continues to set industry standards for this type of training. HCI has certified over 3 million servers worldwide in the TIPS program. There are TIPS-certified people in all 50 states plus the District of Columbia and over 40 foreign countries. 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 Xanterra Parks & Resorts, Inc.**

●1-800-GET-TIPS●  
WWW.GETTIPS.COM



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Known for its “Legendary Hospitality with a Softer Footprint,” Xanterra Parks & Resorts® entities include lodges, restaurants, tours and activities in national and state parks and resorts as well as a cruise line, railway and tour operator. Xanterra Parks & Resorts has operations in the Grand Canyon, including Grand Canyon Railway and The Grand Hotel in Tusayan, Ariz.; Yellowstone; Zion; Crater Lake; Rocky Mountain and Petrified Forest National Parks; Mount Rushmore National Memorial; Furnace Creek Resort in Death Valley National Park and five Ohio State Park Lodges as well as the Geneva Marina at Ohio’s Geneva State Park. Xanterra Parks & Resorts also operates Kingsmill Resort in Williamsburg, Va., Windstar Cruises and VBT Bicycling and Walking Vacations. More information is available at [www.xanterra.com](http://www.xanterra.com).



TRAINING FOR INTERVENTION PROCEDURES