



Alcohol Education

(NAPSA)—A new program designed to combat underage drinking on college campuses is going right to the source, donating money to fraternities that participate in alcohol education training.



A new program helps prevent underage drinking on college campuses.

The initiative, called the Heineken SAFE CALL™/TIPS University Grant Program, will train members of participating fraternities and other campus social organizations in the TIPS For the University Program to learn about the effects of alcohol, and be trained in intervention techniques.

“We believe education is the key to responsibility,” says Dan Tearno, vice president of Corporate Affairs for Heineken USA. “We are hopeful that this effort will assist in reducing underage consumption and in educating young adults regarding responsible and legal use of alcohol.”

The Heineken USA SAFE CALL™ Program provides bar and restaurant staff in cities across the U.S. with prepaid phone cards to be used to call a taxi or car service for customers whom they believe should not be driving.

The TIPS Program is the nation’s premier alcohol server training program. It is predicated on the notion that education and skills training provide the most effective defense against alcohol misuse.