



Suite 450, One Bentall Centre | 505 Burrard Street, P.O. Box 59 | Vancouver, British Columbia | Canada V7X 1M3
TEL 604.633.9798 FAX 604.633.9796 WEB www.servingitright.com EMAIL info@servingitright.com

FOR IMMEDIATE RELEASE
30 April 2007

Government, Industry Launch New Serving It Right™ Program

VANCOUVER -- After 18 years, British Columbia's responsible beverage service program, Serving It Right™, has been updated, with a new program launching June 1, 2007.

Highlights of the new Serving It Right™ (SIR) program as of June 1:

- Existing SIR certificates will not expire and will continue to be valid.
- A single new program will replace the current Server and Licensee versions, both for the print manual and online course.
- Certificate holders of the current Server or Licensee version may elect to upgrade to a new certificate by taking the new exam. A nominal upgrade fee of \$10 includes the new SIR manual and exam.
- The 120-day grace period for those requiring a SIR certificate will be eliminated. SIR will now be a condition of employment and holding a licence.
- Only new applicants and staff being promoted to management duties will require the new program.

Serving It Right™, delivered by go2 - BC's tourism industry human resources association, is designed for people working in tourism and hospitality as well as for individuals whose special occasion license requires them to have it. The program's goal is to reduce alcohol-related problems by providing critical information on the effects of alcohol on people and techniques for preventing over-service.

The decision to substantially update the existing program was made following the program's evaluation in 2005 and 2006 by representatives of the hospitality industry and the provincial government. The new program has been reviewed and endorsed by the Alliance of Beverage Licensees of BC, the Canadian Restaurant and Foodservices Association, the BC Restaurant and Foodservices Association, and the BC & Yukon Hotels' Association.

The new program places an increased emphasis on signs of intoxication, legal liability, duty of care on and off premises, and the necessity to create and enforce responsible beverage service policies.

Serving It Right™ History

Serving It Right™ was initiated during a provincial liquor policy review in 1987. During the review's public hearings, representatives from all types of licensed establishments requested a mandatory responsible beverage service program for British Columbia.

More than 20 similar public and private sector programs were reviewed in order to develop the original program. Serving It Right™ differed from these programs in that it was a joint initiative of both the Liquor Control and Licensing Branch and the hospitality industry.

In 1989 two versions of Serving It Right™, Licensee and Server, became mandatory for liquor primary establishments and their servers. The provincial government entrusted the responsibility for delivering Serving It Right™ to the Hospitality Industry Education Advisory Committee (HIEAC), a non-profit tourism association formed in 1976 to address the industry's training needs. In 2003, following an 18-month task force review, HIEAC changed its name to go2 – The resource for people in Tourism.

Founding members who reviewed and endorsed the original program were the BC Cabaret Owners' Association; BC Chef's Association; BC Motels, Campgrounds, Resorts Association; BC & Yukon Hotels' Association; Neighbourhood Pub Owners' Association of BC; Canadian Food Service Executives Association; and the Restaurant & Foodservices Association of BC.

For more about the new program please visit www.go2hr.ca and click on 'Serving It Right' in the top left-hand corner.

About go2

Established by the BC tourism industry in April 2003, go2's mission is to assist the tourism industry address challenges in attracting employees and retaining its workforce in order to support industry growth. For more information about go2 visit www.go2hr.ca.

- ends -

Media Contacts

Lynne Henshaw, go2
604-633-9787 /x 234
or (778) 995 7701
lhenshaw@go2hr.ca

Debbie Yule, go2
604-633-9787 /x 228
dyule@go2hr.ca