

MEDIA ADVISORY/Photo Opportunity
May 30th, 2005

**LOCAL HOTEL HELD LIABLE FOR DRUNK DRIVING ACCIDENT
COULD THIS HAPPEN TO YOUR BUSINESS?**

Information Session
Serving Alcohol: Liability, Risk Assessment & Risk Management

VANCOUVER, BC - go2, the BC tourism industry's human resources organization and the providers of Serving It Right in partnership with the Alliance of Beverage Licensees (ABLE BC), BARWATCH, and the BC Restaurant and Foodservices Association (BCRFA) are presenting a free information session on the risks associated with serving alcohol.

The session was planned in response to a recent BC Supreme Court ruling that determined a local hotel was 50 percent liable in a civil case relating to a drunk driving accident.

The speakers will discuss what employers can do to minimize risk and bring value to insurers. The components of the existing Serving It Right program and a proposed new 'plus' designation will also be addressed. Speakers are as follows:

Lorne P.S. Folick, senior partner with the law firm of Dolden Wallace Folick, specializes in defending pubs, bars and cabarets against such claims. Lorne will provide an overview of the current state of the law, what the future trends may be, and address how liquor providers can avoid such lawsuits.

David Green, Account Executive at Jardine Lloyd Thompson Canada Inc., whose primary focus is on insurance for the hospitality industry, will talk about how to mitigate the risks that are inherent to liquor serving establishments for insurance.

Arlene Keis, CEO go2 – the resource for people in Tourism, will talk about the components of Serving It Right and will discuss a proposed new Serving It Right 'Plus' program.

WHEN: June 2, 2005
10:00 am – 12:00 pm: Presentation and Q&A

WHERE: Executive Inn Hotel & Conference Centre
4201 Lougheed Highway (at Gilmore), Burnaby (Centennial Room)

About go2

Established by the BC tourism industry in April 2003, go2 is the resource for people in tourism. go2's mission is to assist the tourism industry address challenges in attracting employees and retaining its workforce in order to support industry growth. BC tourism currently ranks as one of the province's largest economic sectors in terms of employment and revenue; directly employing 117,500 people and projected to be worth \$9.4 billion in visitor revenue in 2004. For more information on go2 and human resource development initiatives for BC's tourism industry, visit www.go2hr.ca.

Due to space limitations, please confirm if you will be attending.

To register and for more information, please contact:

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