

**DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL**

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## **ABC's LEAD Program Offers Free Training to Promote Safe Consumption and Service of Alcoholic Beverages**

(Hesperia, Apple Valley, Victorville) – California Alcoholic Beverage Control (ABC) Investigators will be conducting a free training session for ABC licensed businesses and their employees on January 19, 2011 from 10 am - 2 pm at the San Bernardino County Sheriff's office in Hesperia. The training session is open to owners and employees of ABC licensed businesses in the cities of **Hesperia, Apple Valley and Victorville.**

The Investigators work for ABC's Licensee Education on Alcohol and Drugs (LEAD) program. The LEAD program educates businesses on laws involving the sale and service of alcoholic beverages. Last year, several thousand alcoholic beverage industry employees in California were trained in this program. The LEAD program began on January 1, 1991 with a grant from the California Office of Traffic Safety. Since 1991, the LEAD Program has trained over 200,000 people.

The curriculum is designed for licensees, managers, and employees. There is no separate management curriculum. Program length is 3-1/2 hours, except for Fairs/Special Events Training, which is 2 hours. The LEAD program provides the licensee and applicant with practical information on serving alcoholic beverages safely, responsibly, and legally, and preventing illicit drug activity at the licensed establishment.

The Department believes this type of training not only helps businesses better understand their responsibilities, but also provides them with the tools and knowledge they need to promote reasonable consumption and contribute to making communities safer.

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

ABC licensed businesses and their employees who are interested in attending the training program can sign up by calling the **Riverside ABC office at (951) 782-4400.**

The training will be held at: **San Bernardino County Sheriff's Department  
15840 Smoke Tree St.  
Hesperia, Ca.**

**On Wednesday, January 19, 2011 from 10:00 a.m. to 2:00 p.m.**

ABC is a Department of the Business, Transportation and Housing Agency.