

FOR IMMEDIATE RELEASE:

For questions or more information please contact:

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Primo's Signs Responsible Beverage Service and Sales Policy with Red Rock RPC

On Saturday, March 1, 2014, the Canadian County Sheriff's Department along with the Red Rock Regional Prevention Coordinator (RPC) hosted a Responsible Beverage Service and Sales (RBSS) Training to Primo's in Yukon, Oklahoma. Through the training, **Primo's adopted a RBSS policy**, which allows their staff to receive **FREE RBSS trainings bi-annually!**

The goal of RBSS is to train store clerks, servers, bartenders, and management of establishments that serve alcohol the basic knowledge and skills to practice responsible alcohol sales and services. RBSS is a developed program through the ABLE Commission and the Oklahoma State Department of Mental Health.

For more information on developing a RBSS policy or to register for an upcoming RBSS training please contact Michelle Bugg with Red Rock RPC at (405)-354-1928 ext. 203. The RPC's primary focus is to serve as a prevention community liaison. Red Rock RPC educates and informs communities through multiple strategies including community based services, environmental strategies, early recognition, and referral. The RPC takes a proactive approach in reducing substance abuse among communities. Red Rock RPC is

funded through the Oklahoma Department of Mental Health and Substance Abuse Services. For more information about the Regional Prevention Coordinator please visit www.redrockrpc.com or contact the Red Rock RPC at (405)-354-1928.