



## Media Advisory

FOR IMMEDIATE RELEASE

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### Stratford becomes First Safer Bars Community

#### City of Stratford Receives Award for Involvement in Innovative Program to Reduce Aggression and Injury in Bars

STRATFORD, ON — October 10, 2002 — The City of Stratford is the first city in Canada to earn certification as a Safer Bars Community. Safer Bars is a training program developed by the Centre for Addiction and Mental Health (CAMH) to help staff handle problem situations in bars in order to reduce aggression and injury. The program is distributed by the Customer Service Excellence Corporation (CSEC).

On October 17<sup>th</sup>, the City of Stratford will receive this award from CSEC President, David Butler and Michael DeVillaer, the Regional Director of Community Programs, West Region, CAMH. The award will be given to Mayor Karen Haslam, Chief of Police, Jerry McEwin and Police Service Board Chair, Roger Black. Five local businesses will also receive certificates for their achievement.

Tine Buechler, President of Business Growth Training Inc., who was responsible for organizing and providing the training in Stratford, will be hosting the event.

Stratford Police Services, area businesses and Business Growth Training Inc. were instrumental in helping the city achieve this designation.

**Where:** City Hall, City of Stratford, 1 Wellington Street, Stratford, ON  
Council Chambers.

**When:** October 17, 2002  
10:00 am to 11:00 am

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CAMH is the largest mental health and addiction facility in Canada and is fully affiliated with the University of Toronto and the World Health Organization. Business Growth Training Inc. provides training for companies to help improve their internal and external customer service. CSEC's mission is to be the company of choice for creative training, resources and consultative services to enhance personal interaction skills.