



FOR IMMEDIATE RELEASE

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**LocalFood, Dessert and Wine Establishments Support AttitudesIn Reverse®
To Give *Taste of Hope* for Recovery from Mental Health Disorders**

PRINCETON, NEW JERSEY (September 11, 2016) – More than 20 local fine dining restaurants, gourmet dessert establishments and distributors of high-quality spirits will feature their signature recipes at [Taste of Hope](#), a fundraising event hosted by [Attitudes In Reverse](#)® (AIR™) on October 6, 2016 from 6:00 to 10:00 p.m. at the Princeton Marriott at Forrestal, 100 College Road East, Princeton, NJ. The affair is designed to build awareness of AIR, a Princeton-based, nonprofit volunteer organization, and to support its mission of saving lives through mental-health and suicide-prevention education.

“Twenty percent of people in New Jersey and throughout the United States have a mental health disorder. However, less than 40 percent seek help because of stigma or because they don’t believe they can be helped,” said Tricia Baker, Co-Founder of AIR. “The truth is that mental health disorders are highly treatable, especially if they are diagnosed early and treatment begins right away and is followed consistently. Our [Taste of Hope](#) supporters are helping us to spread our message of hope so no one will feel embarrassed to ask for help for biological illnesses.”

“We are grateful to the local businesses that are supporting our life’s work of educating youth about mental health disorders and asking for help when needed, rather than suffering in silence,” added AIR Co-Founder Kurt Baker. “We envision this event to be an inspirational launch for building a belief in the prospect of recovery from mental health disorders – a belief so strong that seeking treatment will be as natural as it is for physical illnesses.”

The [Taste of Hope](#) event is sponsored by [SzafermanLakind](#) Bumstein&Blader, P.C.(Respect Sponsor), The Rose and Lou Linowitz Charitable Foundation (Faith Sponsor), [Horizon New Jersey Health](#) (Dignity Sponsor), [CarePlus New Jersey](#) (Love Sponsor), [Hinkle Fingles, Prior & Fischer](#)(Love Sponsor) and [Fly High Coby](#) (Love Sponsor). The event will feature:

Outstanding cuisine prepared by:

- Antimo’s Italian Kitchen, Hopewell
- Bahama Breeze Island Grille, Princeton
- Bon Appetit, Princeton
- Bonefish Grill, Lawrenceville
- Brick House Tavern, Hopewell Borough
- Crown of India, Princeton
- Havana Central, Edison
- Joe’s Crab Shack, Lawrenceville
- Le Mezzaluna – A Taste of Italy, Princeton
- Mercer County Community College Career Training Institute Culinary Certificate Program
- Outback Steakhouse, Lawrenceville
- PF Chang’s, Princeton
- Princeton Marriott, Princeton
- Ruth’s Chris Steakhouse, Princeton
- Texas Roadhouse, Hamilton

More

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Delectable Desserts and Beverages from:

- Carella's Chocolates, Mercerville
- Dolceria, Princeton
- Gennaro's, Princeton
- Made from Scratch, Union
- Seasons 52, Edison
- Starbucks, Princeton

Fine Wine and Liquors from:

- Breakthru Beverage, Trenton
- CATB Liquor Import, Prospect Park
- Devotion Spirits, Inc., Red Bank
- Laurenti Wines, Hamilton Township
- Joe Canal's Discount Liquor Outlet, Woodbridge and Lawrenceville
- M&D Liquors, Trenton
- Señor Sangria, Maplewood

During this [Taste of Hope](#) event, AIR will honor Craig J. Hubert, Esq., Partner and Executive Committee member of [SzafermanLakindBlumstein &Blader, P.C.](#), with the *Champion of Hope* award and Debra L. Wentz, PhD, President and CEO of the New Jersey Association of Mental Health and Addiction Agencies, Inc. ([NJAMHAA](#)), with the *Partner in Hope* award.

To register to attend the October 6th *Taste of Hope* event, please visit www.airtoh.org. For more information about this event, please contact Dennis Dias, Antares Event Planning & Consulting, LLC, at 908-208-2696 or dennisddias@hotmail.com.

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Attitudes In Reverse® (AIR™) was established by Tricia, Kurt and Katelyn Baker of Plainsboro, NJ, in 2010, soon after their son/brother Kenny died by suicide following a long battle against severe depression and anxiety. Their mission is to save lives by educating students about mental health, related disorders and suicide prevention. Since January 2011, they have presented to more than 30,000 students in middle and high schools and colleges in New Jersey, New York, Vermont and Missouri. AIR recently began offering Youth Mental Health First Aid instruction. AIR includes the AIR Dogs: Paws for Minds™ program, bringing dogs into schools to help students de-stress and engage in the conversation about mental health. In addition, displaced dogs with the ability to serve as Emotional Support Dogs, are matched with individuals who have mental health disorders or developmental disabilities, thereby saving two lives with each match. For more information about AIR™, please visit www.attitudesinreverse.org or call 609-945-3200.