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### **Attitudes In Reverse® Honors Radwa Saad, DMD, as *Champion of Hope***

PRINCETON, NJ, September 10, 2025 – As a nationally recognized cosmetic and implant dentist at [Dent Blanche Dental](#), Dr. Radwa Saad sees every day the physical impacts of stress, anxiety and depression, including teeth grinding, gum disease and neglected oral care. On a personal level, as a mother, she is deeply aware of the pressures today's youth face and the urgent need for support systems that empower them. Based on her personal and professional dedication to strengthening youths' physical and mental health, Dr. Saad was selected by Attitudes in Reverse® (AIR®) to be honored with a *Champion of Hope Award* during AIR's 9<sup>th</sup> Annual Taste of Hope event on October 8, 2025, from 6:00 p.m. to 9:30 p.m. at the Princeton Marriott at Forrestal, Princeton, New Jersey.

"I learned about AIR through my active role in the Princeton, NJ community and my passion for promoting both oral health and mental health awareness. Hearing the Bakers' story and their incredible courage to turn heartbreak into a movement of hope resonated profoundly with me as both a dentist and a mother," Dr. Saad said, referring to Tricia and Kurt Baker of Plainsboro, NJ, who established AIR soon after losing their son Kenny to suicide in 2009.

"I am deeply inspired by AIR's mission to save lives through education, compassion, and open conversations about mental health. Supporting AIR aligns closely with my belief that true wellness encompasses both mental well-being and physical health—including oral care," Dr. Saad added. "I am proud to lend my voice and resources to this cause, combining my commitment to health, education, and community service with AIR's vital work in raising mental health awareness, reducing stigma, and bringing hope to families in our community."

"We are delighted to honor Dr. Saad as her attention to both physical and mental health reinforces our message that everyone needs to focus on all aspects of their wellbeing to be strong and resilient," said AIR Co-Founders Tricia and Kurt Baker. "We teach youth that our brains can get sick, just like all other organs in our bodies, and share strategies for strengthening their brain health, which also impacts their physical health and vice versa."

"Honoring Dr. Saad as a *Champion of Hope* presents tremendous opportunities to communicate this vital message to students and give them the knowledge and tools they need to maximize their chances to be as healthy as possible, both mentally and physically," the Bakers added.

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Dr. Saad will be honored along with fellow *Champion of Hope* Joe Papa, Founder and CEO of TruVersity; and *Partners in Hope* Brenda Pfau, Teacher in the Hopewell Valley Regional School District; West Windsor Gives Back; and Neelima Mahapatra, Founder of AmileenScapes.

AIR is most appreciative of the Taste of Hope event sponsors Summit Dental Partners; Dr. Dayna Zoller; Szaferman Lakind Attorneys at Law; Stark & Stark Attorneys at Law; Philadelphia Insurance Companies; Leary, Bride, Mergner & Bongiovanni P.A. Attorneys at Law; Ocean First Bank; Princeton Brain & Spine; Renzi Legal Resources; and Hinkle, Prior & Fischer Attorneys at Law; J. Robert Bratman; Sasha's Sitters; Hofing Management; BeTheLi9ht Foundation; Dr. Nirav Shah; Torrieri Contracting, LLC; Champagne Law Group, LLC; and Mike & Paula Mumola.

AIR is equally grateful for the participating restaurants and dessert, wine and spirit vendors: A&A Distributors, ABC Indian Grill, Amalfi's Kitchen & Bar, Anna Mae's Catering, Black Pearl, Bonefish Grill, Buy Rite Wines & Spirits, Carella's Chocolates, Crown of India, Iron & Ivy at Princeton Marriott, McCaffrey's, Outback Steakhouse, PF Chang's, My Pink Little Cake, Public Wine, Beer & Spirits, Texas Roadhouse, Railroad Distillery, Seasons 52 and Starbucks.

To register to sponsor and/or attend the Taste of Hope event or make a donation, please visit <https://toh.ngo/>.

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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 250,000 students in elementary, middle and high schools and colleges in New Jersey, New York, Vermont, Missouri, Texas and Arizona. AIR also offers the AIR Dogs: Paws for Minds<sup>SM</sup> program, bringing dogs into schools to help students de-stress and engage in the conversation about mental health. In addition, AIR trains and certifies Emotional Support Animals and offers a lunch-and-learn program for businesses. For more information about AIR, please visit [www.air.ngo](http://www.air.ngo) or call 609-945-3200.

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