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Attitudes In Reverse® Honors Carol Rickard as *Champion of Hope*

PRINCETON, NJ, September 16, 2026 – “We can all be well when we’re armed with the right knowledge and tools to do that,” stated Carol Rickard, LCSW, MSW, Founder of Well YOUiversity and Stress SMARTER Systems. “I love that Trish talks to kids about brain health. They’re not going to learn it anywhere else,” she added, referring to Tricia Baker, Co-Founder of Attitudes In Reverse® (AIR), with the mission of saving lives through mental health and suicide prevention education. Rickard was selected to be honored with a *Champion of Hope Award* during AIR’s 10th Annual Taste of Hope event on October 22, 2026, from 6:00 p.m. to 9:30 p.m. at the Princeton Marriott at Forrestal, Princeton, New Jersey.

Rickard learned about AIR shortly after it was established in 2010 through NAMI Mercer, which had AIR Co-Founder Kurt Baker on its board at the time. “AIR’s mission resonated with me because of my work in mental health. I worked with adolescents, and it always seemed to me that’s the most important place to start. We need to give people tools when they’re younger so they don’t become adults unlearned,” stated Rickard, who is also a clinician in Penn Medicine’s Employee Assistance Program.

“I remember the first time I saw AIR’s In Their Shoes® exhibit. It’s so powerful because it makes the invisible visible,” she added. Along with the shoes in this exhibit are examples of thoughts that are common in individuals who are struggling with depression. The purpose is to build understanding and empathy, and to demonstrate to people who are having difficulties that they are not alone.

“Being honored is an incredible opportunity to support the work AIR does. It means so much,” Rickard said.

“Carol is quite an inspiration, a passionate clinician and an impactful educator. We are so proud to have her support and to share in the vital mission of educating children, teens and young adults about mental health and building their coping skills so they have greater opportunities to lead healthy, successful lives,” the Bakers said.

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Rickard will be honored along with fellow *Champions of Hope*, Scott Moore, PE, CSP, Founder and Owner of Moore Engineering, and Hal English, Retired from the Princeton Mercer Regional Chamber of Commerce and a Robbinsville Councilman; and *Partners in Hope* Rayan Shah, Focus Athlete; Dr. Rosetta Treece, Superintendent, Hopewell Valley Regional School District (HVRSD), and Liz Machado, Teacher, HVRSD.

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

AIR is most appreciative of the Taste of Hope event sponsors: BeTheLi9ht Foundation; Cynthia M. Bratman, Psy.D.; J. Robert Brratman, Esq.; Leary Bride Mergner & Bongiovanni; Oaks Integrated Care; Stark & Stark Attorneys at Law; Szaferman Lakind Attorneys at Law; Princeton Brain & Spine; Renzi Legal Services; Robert & Paula Dunn; Sasha's Sitters; Moore Engineering Services; The Hartford Insurance; Mr. and Mrs. Joseph Charles Family; and Dawn and Scott Zack.

AIR is equally grateful for the participating restaurants and dessert, wine and spirit vendors: *Restaurants* - Aljons Pizza & Restaurant, Amalfi's Kitchen & Bar, Bonefish Grill, Brickhouse Tavern, Buffalo Wild Wings, Iron & Ivy at Princeton Marriott, Madras Dosa, Outback Steakhouse, P.F. Chang's, Romeo's Pizza, Ruth's Chris Steak House and Texas Roadhouse; *Desserts* - Aunt Lullie's Cookies, Carella's Chocolates, Everything But Plates, Little Pink Cakes, Seasons 52 and Starbucks; *Wine & Spirits* - A & A Distributors, Aldez Tequila, BuyRite Liquors, Lofted Spirits and Wines with Causes.

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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 260,000 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 MindsSM 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 or call 609-945-3200.

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