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Attitudes In Reverse® Honors Rayan Shah – High School Student, Leader, Golf Champion and Mental Health Advocate – as a *Partner in Hope*

PRINCETON, NJ, September 22, 2026 – Though he recently started his junior year at the George School in Newtown, PA, coming up, Rayan Shah has already made significant, impressive achievements in academics, athletics, leadership and being a role model not only for setting and achieving goals, but also for strengthening mental health. His impact on many within his age group and undoubtedly beyond, as well as his involvement with Attitudes In Reverse® (AIR®), naturally led to him being honored with a *Partner in Hope Award* during AIR's 10th Annual Taste of Hope event, which will be held on October 22, 2026, from 6:00 p.m. to 9:30 p.m. at the Princeton Marriott at Forrestal, Princeton, NJ.

Shah founded Youth Mind Action (YMA; <https://youthmindaction.org/>) in 2025 to support adolescents' mental health and to guide leaders through the process of bringing mental health organizations to their schools and other organizations.

"I launched YMA because of my passion for golf. I got angry at every mistake, every bad shot. That translated into my school and home life. That's not a good lifestyle," Shah shared. "I live in an affluent area, and many assume that because of this, I don't have any reason to be angry. I read reports, social media, newspapers and magazines about mental health. It helped me understand why I was like this, why I was so down on myself. My goal with YMA is to help myself and others who endure the same struggles as me with anger over little things."

"I enjoy volunteering, and I want to help others by spreading mental health awareness. So, I got a couple friends from my school together to create YMA. We now have two others joining us, and we have a lot of partnerships. We created a website and are recruiting volunteers and raising money for charities. AIR is the first one," Shah said.

Shah also established FocusAthlete.org to help student athletes "grow academically, athletically, and personally—so success never comes at the expense of mental health or well-being," as described on the website. Rayan is certainly a powerful example, as he is an Honors student, Model UN leader, law firm intern, accomplished golfer and coach. He shares guidance on balancing responsibilities with healthy down time for achieving success without sacrificing mental well-being.

"Rayan is an incredible, inspiring young man, and we are extremely grateful for the initiative he takes and support he is providing for AIR and his peers," said AIR Co-Founders Tricia and Kurt Baker.

"We are proud to give Rayan the recognition that he is truly deserving of, and we look forward to seeing him accomplish so much more in his life and through positive impact on countless others in the years to come," the Bakers added.

Shah has known the Bakers since he was a toddler, and he has attended the annual Taste of Hope events since he was 5 years old.

"AIR has reached so many students nationally and with my organization, hopefully, internationally. They are bettering the next generation of young leaders to lead this hard world," Shah said.

"Being an honoree means a lot to me. It's the culmination of getting to know the Bakers and what AIR does, and it's the first official recognition for my work – that I did something that's making an impact. But, the greatest reward is seeing kids learn and ask for help because of what they learn from AIR," he added.

Shah will be honored along with *Champions of Hope* Scott Moore, PE, CSP, Founder and Owner of Moore Engineering; Hal English, Retired from Princeton Mercer Regional Chamber of Commerce and Robbinsville Councilman, and Carol Rickard, LCSW, MSW, Founder of Well YOUNiversity and Stress SMARTER Systems; and fellow *Partners in Hope*; Dr. Rosetta Treece, Superintendent, Hopewell Valley Regional School District (HVRSD), and Liz Machado, Teacher, HVRSD.

AIR is most appreciative of the Taste of Hope event sponsors: BeTheLi9ht Foundation; Cynthia M. Bratman, Psy.D.; J. Robert Bratman, 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.

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 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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