Attitudes in Reverse®
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Attitudes In Reverse® Hosts 10th Annual *Taste of Hope* Event

PRINCETON, NJ, October 16, 2026 – Attitudes In Reverse® (AIR®) will host its 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.

"We are proud to continue persevering in our mission to save lives and to honor individuals and AIR-Certified Therapy Dogs who enable us to educate children, youth and adults about mental health and suicide prevention," said AIR Co-Founders Tricia and Kurt Baker.

This year's honorees are:

Champions of Hope
- Scott Moore, PE, CSP, Founder and Owner, Moore Engineering Services
- Carol Rickard, LCSW, MSW, Founder of Well YOUniversity and Stress SMARTER™
- Hal English, Robbinsville Councilman and former President and CEO, Princeton Mercer Regional Chamber of Commerce

Partners in Hope
- Rayan Shah, Founder, Youth Mind Action and Focus Athlete
- Dr. Rosetta Treece, Superintendent, Hopewell Valley Regional School District (HVRSD)
- Liz Machado, Teacher, HVRSD, and her AIR Dog Nico

In addition, the event aims to raise funds to support more dogs and their handlers receiving training to become AIR-Certified Therapy Dog Teams, as well as to support AIR's educational programs, which are tailored for different age groups from kindergarten students to adults.

The event will feature samples of diverse cuisine, desserts and beverages from the following establishments: *Restaurants* - Aljons Pizza & Restaurant, Amalfi's Kitchen & Bar, Bonefish Grill, Brickhouse Tavern + Tap, 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 & Gifts, Everything But Plates, Pink Little Cake, Seasons 52 and Starbucks; *Wine & Spirits* - A & A Distributors, Aldez Tequila, BuyRite Wine and Liquors, Gallo Wines, Lofted Spirits and Wines with Causes.

More

AIR is grateful for the Taste of Hope event sponsors:

Prevention Sponsors: Moore Engineering Services and Princeton Brain, Spine & Orthopedics

AIR Sponsors: J. Robert Bratman, Esq., Stark & Stark Attorneys at Law, Summit Dental Partners and Szaferman Lakind Attorneys at Law

Faith Sponsors: BeTheLi9ght Foundation, Patricia Betz-Schiff, Hartford Insurance and Merck & Co.

Love Sponsors: Cynthia M. Bratman, Psy.D., Capital Health, Certified Wealth Management & Investment, Joe & Deborah Charles, Robert & Paula Dunn, Heather's Faithful Grooming, Hemant & Punit Marathe, Leary, Bride, Mergner & Bongiovanni, P.A., NorthStar VETS, Oaks Integrated Care, Sasha's Sitters, WAWA Foundation and Dawn & Scott Zack

Half-Day Classroom Presentation Sponsors: Brian Greenwald, M.D., Champagne Law Group, Hofing Management, Renzi Legal Resources and String Theory Schools.

Any business donating a $1,500 Dignity sponsorship or higher can receive a Mental Health Lunch & Learn. Any questions can be directed to Tricia@air.ngo.

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 Minds℠ 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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