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Attitudes In Reverse® Honors Hal English as *Champion of Hope*

PRINCETON, NJ, October 13, 2026 – When Hal English took on the role of President and CEO of the Princeton Mercer Regional Chamber of Commerce (PMRC) in January 2021, he met Kurt Baker, a longtime member of the PMRC and Co-Founder of Attitudes In Reverse® (AIR®), and his wife and AIR Co-Founder Tricia Baker. "I attended an AIR event and fell in love with what they are doing," English said, referring to the organization's mission and success in saving lives through mental health and suicide prevention education. English 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.

"Unfortunately, with the state cutting school budgets, the first thing to be cut is mental health programs in schools. It's a crying shame," said English, who serves as a Robbinsville Councilman. "I watched AIR grow, and it needs to grow much more. AIR's programs are an incredible need and will continue to be – much more than ever this year and in the coming year."

"We are tremendously grateful to have Hal as a supporter. Through his influential role at PMRC over the past few years and his ongoing role on the Robbinsville Council, he has helped extend our critical message of hope and healing and supported our efforts to save many more lives throughout New Jersey," the Bakers said.

"With having gotten to know Tricia and Kurt and having seen the work they do, and with my grandson having a service dog, I'll do anything I can to help," English said, referring to AIR's unique partnerships with certified therapy dogs in all its programs. "If being honored is part of that to build awareness, I proudly accept that opportunity. I'm more than willing and honored to help in any way I can," English added.

English will be honored along with fellow *Champions of Hope*, Scott Moore, PE, CSP, Founder and Owner of Moore Engineering, and Carol Rickard, LCSW, MSW, Founder of Well YOUniversity and Stress SMARTER Systems; and *Partners in Hope* Rayan Shah, Focus Athlete; Dr. Rosetta Treece, Superintendent, Hopewell Valley Regional School District (HVRSD), and Liz Machado, Teacher, HVRSD.

More

AIR is most appreciative of 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 and Hartford insurance; Dignity Sponsor - Sasha's Sitters; Love Sponsors - Cynthia M. Bratman, Psy.D., Capital Health, Joe & Deborah Charles, Robert & Paula Dunn, Leary, Bride, Mergner & Bongiovanni, P.A., Mayor Hemant & Punit Marathe, Oaks Integrated Care and Dawn & Scott Zack; and Half-Day Classroom Presentation Sponsors - Hofing Management, Renzi Legal Resources and String Theory School.

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/. **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.**

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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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