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Attitudes In Reverse® Honors Dr. Rosetta Treece, Hopewell Valley Regional School District Superintendent, as a *Partner in Hope*

PRINCETON, NJ, October 6, 2026 – Having experienced the loss of her son and students to suicide, Dr. Rosetta Treece, Hopewell Valley Regional School District (HVRSD) Superintendent, naturally became determined to help prevent similar tragedies. Equally natural was her collaboration with Attitudes In Reverse® (AIR®), beginning several years ago when AIR brought certified therapy dogs to one of the HVRSD schools to help students cope with the loss of a friend. Dr. Treece will be honored for her strength, compassion, leadership and advocacy 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.

"I saw firsthand AIR Dog teams working after traumatic events. Students were not speaking because of the trauma. The AIR Dogs inspired them and the staff to talk about their grief," Dr. Treece shared.

At the time, Dr. Treece was HVRSD's Assistant Superintendent. Then-Superintendent Dr. Thomas Smith invited her to work with him, the School Board and AIR to have faculty and staff members and their dogs become certified therapy dog teams. During Dr. Smith's tenure, AIR's School-Based Therapy Dogs' program was launched in every HVRSD school. Soon afterwards, Dr. Treece became Assistant Superintendent and completed the AIR training program with her dog Bruno Mars, and she has continued the program in her role as Superintendent.

"The training was the best experience for me. I became a better dog handler," Dr. Treece shared.

"The dogs also benefit adults. The joy they bring to the school and our offices is invaluable for us," she added.

In addition to running the AIR Dogs program, HVRSD frequently brings in AIR for mental health assemblies. "We talk with kids so they can understand their feelings, and we encourage them to ask for help. We also bring our AIR Dogs to other districts to help them cope with losses," Dr. Treece said.

Dr. Treece also provides Mental Health First Aid training for parents and teachers. The program is offered twice each year, and to date, hundreds of individuals have been trained.

More

"Rosetta has been an amazing supporter of students and adults throughout her school district and of AIR. She has enabled AIR volunteers – both human and canine – to reach hundreds of additional people and undoubtedly to help save many lives," said AIR Co-Founders Tricia and Kurt Baker. "We are proud and grateful to have had Rosetta as a partner for several years and are excited to formally recognize her with this greatly deserved award."

"I'm honored to be receiving a *Partner in Hope Award*, though I don't do this for the accolades. It's all about saving children. I don't want anyone else to experience loss as I did. I don't want to lose any more young people. The honor is not mine; it's the community's," Dr. Treece said.

Dr. Treece 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*; Liz Machado, Teacher, HVRSD, and Rayan Shah, high school student, leader, golf champion and mental health advocate.

AIR is most appreciative of the Taste of Hope event sponsors: Prevention Sponsors - Moore Engineering and Princeton Brain & Spine; 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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