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Attitudes In Reverse® Honors Scott Moore as *Champion of Hope*

PRINCETON, NJ, October 8, 2026 – After learning about Attitudes in Reverse® (AIR®) three years ago by attending its annual Taste of Hope event, Scott Moore, PE, CSP, Founder and Owner of Moore Engineering, became an instant supporter of the organization and its mission to save lives through mental health and suicide prevention education. Moore led his staff in his firm's fundraiser and made AIR one of the beneficiaries in the past few years. He 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.

"Robert Bratman, a client and good friend, invited me to Taste of Hope three years ago. I didn't know what to expect at all. I had unexpected emotional and intellectual responses to it," Moore shared, referring to J. Robert Bratman, JD., one of AIR's first *Champion of Hope* honorees and AIR Board Member, as well as Group Managing Director and Shareholder at Stark & Stark Attorneys at Law. "Ironically, I won the 50-50 at that first Taste of Hope event. My first thought was, 'I can't possibly take this money' and I silently donated it all," Moore said, and he has continued to support AIR since then.

"When I was a kid, no one talked about mental health. Looking back, I realize people were struggling, but not necessarily aware of it. Tangible ailments are not the only things we have to deal with and fortunately, we've become enlightened as a society," Moore stated. "Schools are not dealing with students' mental health challenges as well as they could be. It's important to have a safe space to talk about your emotions, and AIR provides this."

"We are proud to honor Scott as a *Champion of Hope*, as that is exactly what he has proven to be since discovering us. In just a few years, Scott has taken tremendous initiative to support our efforts to save lives," said AIR Co-Founders Tricia and Kurt Baker.

"The opportunity our mutual relationship brings is enticing to me, and the timing of this occasion is particularly meaningful as I have recently experienced, and was treated for, increased anxiety and depression," Moore shared.

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"Scott's openness about these challenges also supports our mission, as eliminating stigma is integral to the goal of preventing suicide, and sharing personal experiences is the most impactful strategy. We must eliminate judgment from individuals against themselves and others in order to encourage people to have open conversations and seek help for depression and anxiety when needed," the Bakers stressed.

Moore will be honored along with fellow *Champions of Hope* 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 *Partners in Hope* Rayan Shah, Focus Athlete; 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: 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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