



Media Advisory

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Attitudes In Reverse[®] Honors Joseph Masciandaro, Drs. Nirav and Neha Shah at its Second Annual *Taste of Hope* Event in Ongoing Mission to Educate about Mental Health Disorders and Suicide Prevention

- WHO:** Hosted by Attitudes In Reverse[®] (AIR[™]), a Princeton-based nonprofit organization whose mission is to save lives by educating students about mental health, related disorders and suicide prevention.
- WHAT:** *Taste of Hope* event featuring 28 local food, dessert and wine establishments* and presentations of the *Champion of Hope* Award to Joseph Masciandaro, MA, Chief Executive Officer of CarePlus New Jersey, Inc., and *Partner in Hope* Awards to Nirav Shah, MD, FACS, Medical Director of Princeton Brain and Spine, and Neha Shah, PharmD, of Langhorne, PA
* *Participating establishments and sponsoring organizations are listed on the next page.*
- WHEN:** Wednesday, October 4, 2017, from 6:00 to 9:00 p.m.
- WHERE:** Princeton Marriott at Forrestal, 100 College Road East, Princeton, NJ 08540
- WHY:** To raise awareness of and support for AIR, its mission, the resources the organization provides and the positive impact it has on students, schools, families and communities.

Media Representatives: If you can attend this event, please contact Shauna Moses, Vice President, Public Affairs and Member Services, NJAMHAA and AIR Board Member at 609-838-5488 ext. 204 (office); 609-903-1526 (cell) or smoses@njamhaa.org. Thank you.

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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 60,000 students in middle and high schools and colleges in New Jersey, New York, Vermont, Missouri, Texas and Arizona. AIR also offers Youth Mental Health First Aid instruction and includes 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.attitudesinreverse.org or call 609-945-3200.



Taste of Hope Event Sponsors

AIR Sponsors

- Medical Mutual
- Princeton Brain and Spine

Dignity Sponsor

- Leary Bride
Tinker and Moran

Love Sponsors

- Beato Chiropractic
- Bee Fit With Tracy
- Carrier Clinic
- Comprehensive Behavioral Health Care/CBHCare Foundation
- Creative Capital Inc.
- Fly High Coby
- Global Wealth Management, LLC
- Guy J. Renzi & Associates, Inc.
- Hamilton Cardiology Associates
- HealthMark Enterprise
- Hinkle, Fingles, Prior & Fischer, Attorneys at Law

Half-Day Class Presentation Sponsor

- Butler Human Services

Faith Sponsors

- Care Plus NJ, Inc.
- ESP Delivers LLC
- Szaferman Lakind Blumstein & Blader, P.C.
- Stark & Stark
- WithumSmith + Brown

- Horizon NJ Health
- Investors Bank
- Merlin Industries, Inc.
- National Council for Behavioral Health
- New Jersey Association of Mental Health and Addiction Agencies
- Pennsauken Diagnostic Center
- Princeton Regional Chamber of Commerce
- Provident Bank
- Rose and Lou Linowitz Charitable Foundation
- United 10NM
- US -1 Express Courier Services
- Virtus Wealth Solutions

Participating Establishments

Restaurants

- Antimo's Italian Kitchen, Hopewell
- Bahama Breeze Island Grille, Princeton
- Bonefish Grill, Lawrenceville
- Brick House Tavern + Tap, Hopewell Borough
- Crown of India, Princeton
- Havana Central, Edison

- Le Mezzaluna – A Taste of Italy, Princeton
- Made From Scratch, Union
- Outback Steakhouse, Hamilton
- PF Chang's, Princeton
- Princeton Marriott, Princeton
- Ruth's Chris Steakhouse, Princeton
- Texas Roadhouse, Hamilton

Desserts and Beverages Companies

- Carella's Chocolates, Mercerville
- Classic Dezeret Company, Princeton
- Khalila's CornKrush, Edison

- McCaffrey's Bakery, Princeton
- Seasons 52, Edison
- Starbucks, Hopewell

Fine Wine and Liquor Distributors

- CATB Liquor Import, Prospect Park
- Devotion Vodka, Red Bank
- Joe Canal's Discount Liquor Outlet, Woodbridge and Lawrenceville
- M&D Liquors, Trenton
- Ravenswood Winery
- Señor Sangria, Maplewood
- Sourland Mountain Spirits, Hopewell
- Stirling Vineyards, Stirling