



Attitudes in Reverse®
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Attitudes In Reverse® Annual Family Event Celebrates Dogs' Contributions to People's Quality of Life

Event Features USATF Sanctioned 5K Run, 5K Walk, Music, Fun Dog Demos and Butterfly Release

PRINCETON, NEW JERSEY (April 7, 2018) – When people pet dogs, they not only smile, but they also experience biochemical reactions: releases of “feel good” brain chemicals called serotonin, oxytocin and dopamine, and a reduction in a stress hormone called cortisol. The health benefits of having dogs are even greater if the dogs are trained to serve as Emotional Support Animals, Therapy Dogs or Service Dogs. Attitudes In Reverse® (AIR) promotes and celebrates the positive impact that dogs have on people's lives, as well as the entertaining talents they have, during its annual Miki & Friends 5K Walk & Run for AIR event. This year's event will be held on May 19, 2018 from 8:00 a.m. to 12:30 p.m. at Mercer County Park, East Picnic Area, West Windsor, New Jersey.

“This is a fun family event that gives us the opportunity to communicate our message about mental health to a much broader audience,” said Tricia Baker, who established AIR with her husband Kurt and daughter Katelyn after losing their son/brother to suicide following a long battle against severe depression and anxiety. Throughout the year, AIR presents an educational program to students in middle and high schools, colleges and universities, as well as parents and teachers.

“This is vital: mental health is integral to our overall health and must be addressed in order to enhance and even save our lives and the lives of those we love,” Kurt Baker added. “We are very grateful to sponsors for their support of our upcoming event, which supports our mission of educating every students about good mental health and suicide prevention.” Kurt and Tricia also offer Youth Mental Health First Aid instruction to parents and adults who work with youth.

AIR's programs are highly effective. In fact, the organization has been selected as a finalist for a Change Maker Award by the Child Mind Institute.

Butterfly Release Ceremony Commemorates Departed Loved Ones

One of the many activities during the May 19th event will be a butterfly release ceremony to honor loved ones who have passed away.

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“This is a beautiful, touching ceremony that means a lot to our family, not only to honor the memory of our son Kenny, but also to bond with others who have lost loved ones too soon,” Tricia said.

In addition to having bagpipe music, the reciting of a poem and the release of butterflies during the event, there will be a tent displaying photos of departed loved ones. Attendees are invited to add photos of their loved ones to the tent and have the names of loved ones announced during the ceremony. A registration form is available under the Programs tab at www.attitudesinreverse.org and can be mailed or e-mailed by May 12, 2018. Attendees will also have opportunities to participate at the event; details will be available at the registration table.

The event will be held on May 19, 2018 from 8:00 a.m. to 12:30 p.m. at Mercer County Park, East Picnic Area, West Windsor, New Jersey. Sponsorship and exhibiting opportunities are available and attendees are encouraged to create online fundraising teams. For details, please visit www.attitudesinreverse.org or write to info@attitudesinreverse.org.

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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 63,000 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.