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Attitudes In Reverse® Seeks Design Concepts to Help Communicate the Importance of Receiving Mental Health Care and Preventing Suicide

Contest Offers I-Pad as First Prize, to Be Awarded at Annual Event on May 17, 2014

PRINCETON, NEW JERSEY (January 26, 2014) –Attitudes In Reverse® (AIR) is pleased to announce its fifth Annual T-Shirt Design Concept Contest and is eager to receive students' creative ideas for communicating the importance of seeking help for mental health disorders. AIR is a Plainsboro-NJ based nonprofit organization dedicated to educating middle school, high school and college students about mental health, related disorders and suicide prevention. Students are the main target audience because 50 percent of mental health disorders develop by the age of 14 and two-thirds of disorders develop by the age of 25. AIR aims to eliminate stigma, fear and embarrassment about mental health disorders so that individuals who experience symptoms can recognize them and be comfortable seeking help to prevent the disorders from interfering with their lives.

"We started the Annual T-Shirt Design Concept Contest in 2009 to raise students' awareness of mental health and suicide prevention. When students wear the shirts featuring designs inspired by the contestants, they will spark important conversations. A student would ask about AIR and the conversation would naturally lead to more awareness, which, in turn, leads to a much greater likelihood that the student will pay attention to signs of mental health disorders in himself and others and take steps to get help when needed," said Tricia and Kurt Baker, Co-founders of AIR.

"Even before the winning design concepts are selected, the contest helps build awareness by engaging students in developing creative ways to communicate our message. We strongly encourage health and art instructors, as well as other teachers and schools' administrative staff, to invite students to participate in this contest. Students are the best resources for learning how to best communicate to them and their peers, and this contest is an excellent way to foster this essential communication," added Shauna Moses, a member of AIR's Board of Directors.

Entries into AIR's Annual T-Shirt Design Concept Contest are due March 31, 2014. Entry forms are available at www.attitudesinreverse.org under the Programs tab. All contestants will be recognized during the Third Annual Miki & Friends Walk & Run for AIR event on May 17, 2014 at Mercer County Park, East Picnic Area,

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West Windsor, NJ. Prizes will be an iPad for first place; iPod for second place; and iPod Shuffle for third place. The designs inspired by the first- and second-place winning concepts will be printed on T-shirts that the contestants and all volunteers will receive and will also be available to event attendees who donate \$50 or more. The designs will also be featured on AIR's website, www.attitudesinreverse.org.

The Annual T-Shirt Design Concept Contest is AIR's first initiative, which has led to other programs that are quickly becoming more well known and in greater demand as mental health struggles are common and, due to lack of education and treatment, have led to the loss of numerous young people's lives. In the first three years of educating students at middle schools, high schools and colleges, AIR has, to date, presented to more than 13,000 students in three states. It's Annual Miki & Friends Walk & Run for AIR event has attracted more than 600 attendees in 2013, which is more than twice the number of attendees at the first event in 2012.

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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 completed 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. In the first three years, they have presented to more than 13,000 students in middle and high schools and colleges in New Jersey, New York and Vermont. AIR also includes an AIR Dogs: Paws for Minds™ program, through which displaced dogs with the ability to serve as Emotional Support Dogs, which are more than pets, are matched with individuals who have mental health disorders or developmental disabilities, thereby saving two lives with each match. For more information about AIR, please visit www.attitudesinreverse.org.