



FOR IMMEDIATE RELEASE

Attitudes in Reverse®
PO Box 3127
Princeton, NJ 08543
www.air.ngo

Co-Founders Tricia and Kurt Baker
609-945-3200
Tricia@air.ngo
Kurt@air.ngo

Attitudes In Reverse® Celebrates New Headquarters and Annual Walk

A day filled with dogs, music and family fun

WEST WINDSOR, NJ – Attitudes In Reverse® (AIR™), a Princeton-based nonprofit, will host the Miki Open AIR event including the annual Miki & Friends 5K Walk on May 18, 2019 from 9:30 a.m. to 1 p.m. at the Pavilion in West Windsor Community Park on Princeton-Hightstown Road in West Windsor, New Jersey. The rain date is May 19.

New this year, people are encouraged to stop by AIR's new headquarters at 61 Princeton-Hightstown Rd, Princeton Junction, NJ. This event, which is part of AIR's mission to save lives through mental-health and suicide-prevention education, is sponsored by Twin Rivers Animal Hospital, Fly High Coby, Stark & Stark, PerformCare, Princeton Brain & Spine, and Szaferman, Lakind, Blumstein & Blader, P.C.

“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.

Since its inception in 2011, AIR's educational programs have reached more than 80,000 students in middle and high schools and colleges throughout the United States.

Through the Open AIR event, AIR seeks to raise funds to continue its mission to save lives through mental-health and suicide-prevention education. Registrants can enter as individuals or form teams with friends, family or co-workers. There will be a butterfly release ceremony to honor loved ones who have passed away. For a \$10 donation, a butterfly will be released in the memory of a loved one. Names will be read during the release, which will take place at noon at West Windsor Community Park. The names and photos of departed loved ones will be displayed on the Butterfly Remembrance Wall. AIR can still include photographs of loved ones and announce their names for individuals who are not able to attend the event.

“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.

Other activities at the park will include live music, dog trick demos, a pet “adoption” of stuffed animals organized by Home Care Veterinary Clinic, special speakers and vendor and sponsor booths. Children also will have the opportunity to paint “inspiration rocks” that will be placed by a tree outside of AIR’s new headquarters.

“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 student 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.

For the Butterfly Release and Butterfly Wall, please send your loved one’s name & photo, your mailing address, and payment to:

Trish Baker c/o Attitudes In Reverse

PO Box 3127, Princeton, NJ 08543

Orders for butterflies need to be received by May 10, 2019.

Donations can also be submitted online at AIR.ngo.

Walk participants can register online at AIR.ngo as individuals or teams. Potential volunteers can contact sandra@air.ngo and sponsors can contact info@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 70,000 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.