



Attitudes in Reverse®
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Attitudes In Reverse® Presents Powerful Exhibit to Build Understanding of Mental Health Disorders and Save Lives

PRINCETON, NEW JERSEY (May 5, 2021) – Attitudes In Reverse® (AIR™), a Princeton-based nonprofit, will present its powerful In Their Shoes™ exhibit for the first time since the pandemic began on Saturday, May 15, 2021 from 10:00 a.m. to 1:00 p.m. at Dowling Gardens (2 Dowling Parkway, Woodland Park, NJ 07424; Rain Date: Saturday, June 6, 2021). This event, which is being held with support from the Woodland Park Range and Woodland Park Stigma-Free Task Force, will also include the Coming Up for AIR™ mental health education and suicide prevention presentation.

AIR created the In Their Shoes exhibit several years ago to build understanding for others who experience mental health challenges, including suicidal thoughts. From the start, the exhibit has been a compelling way to build empathy so that individuals who are struggling are supported and not judged.

“Our hope is to get young people to ‘see’ themselves in the thoughts and emotions noted on the shoes, and to encourage them to reach out and get help. We want to build empathy and kindness towards those who are struggling,” said Tricia Baker, YMHFA, CPDT-KA, Co-founder of AIR.

The exhibit consists of 277 pairs of shoes to represent the New Jersey youth, ages 10 through 24, who lost hope and ended their lives in the years 2014 to 2016, according to the *2018 New Jersey Youth Suicide Report* published by the state’s Department of Children and Families. Most of these individuals – 196 – were young men.

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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 95,000 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.air.ngo or call 609-945-3200.