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**Attitudes In Reverse® Honors Larry Bailin, Founder, President and CEO,
Single Throw Marketing, as *Champion of Hope*
September is Suicide Prevention Awareness Month**

PRINCETON, NJ, September 12, 2022 – “Hope is being able to see that there is light despite all of the darkness.”

This famous quote from South African priest Desmond Tutu represents the spirit of Attitudes In Reverse® (AIR®), a Princeton-based nonprofit whose mission is to prevent suicide by educating individuals, especially youth, about mental health and suicide prevention. Part of AIR’s efforts to build awareness and save many more lives is its annual Taste of Hope event, the sixth of which will be held on October 12, 2022 from 6:00 p.m. to 9:00 p.m. at the Princeton Marriott at Forrestal, Princeton, New Jersey.

“This yearly banquet reinforces a community of understanding, kindness and empathy through mental health education and awareness. We are proud and grateful to honor Larry Bailin, Founder, President and CEO of Single Throw Marketing, as a Champion of Hope, as he has demonstrated compassion for helping youth cope with many challenges that have difficult emotional impacts on their lives,” said Tricia Baker, CPDT-KA, and Kurt Baker, CFP®, Co-Founders of AIR.

For many years, Bailin served on the executive board of Students Against Destructive Decisions, a national organization helping students with issues related to distracted driving, bullying, suicide and a variety of other issues related to being a teen in today’s society. Bailin has also sponsored and supported children’s causes in many forms throughout Single Throw Marketing’s 20+ year history.

“I’m so glad I was introduced to AIR and the wonderful work they do. I have experienced firsthand the devastating effects mental health issues have on teens, and I’ve seen how animals have been used to help and bring joy to patients. So, this is a cause I am happy to support,” Bailin said, referring to certified therapy dogs – many of whom Tricia Baker and her daughter Katelyn trained – who attend all AIR presentations and have instinctively encouraged students and other attendees to open up about their mental health struggles.

“Growing up in Newark, NJ, I have been exposed to many things in my life and losing friends to suicide is one of them. I have experienced firsthand the devastating effects mental health issues have on teens,” Bailin said. “My wife is a psychiatric nurse, which gives me a deeper perspective on the growing epidemic of teen mental health. Also, one of my marketing company's areas of expertise is healthcare.”

“Receiving the Champion of Hope Award is very humbling. I come from very humble beginnings in New Jersey, and I've never been accustomed to being recognized for the things I do, those I support, or what I've achieved. I do what I do and support who I support because it means something to me, and I'm in a position to make a difference. Being recognized for what I've done is the least important thing; however, I'm beyond honored for the recognition and will make sure it brings more awareness to the cause. I hope to help AIR through influential introductions to expand their reach to those who need them across the country,” Bailin added.

Bailin will be honored along with Ricardo Almeida, Founder, Ricardo Almeida Brazilian Jiu Jitsu Academy, *Champion of Hope*, and Erin Popolo, Community Student Advocate, *Partner in Hope*, during the 6th Annual Taste of Hope event on October 12, 2022.

AIR is grateful for the sponsors of this year's event: *AIR Sponsor* – Connell Company; *Faith Sponsor* – Structure Tone; *Dignity Sponsors* – CareOne, Pay Day/David Freid, Ray Catena, Sally Boys, Sharp Home Electronics Company of America; and *Love Sponsors* – Aetna Better Health of NJ; Hinkle, Prior & Fischer Attorneys at Law; J. Robert Bratman, Esq.; JAG ONE Physical Therapy; Silas Baker, Jr.; Stark & Stark Attorneys at Law; Szaferman Lakind Attorneys at Law; Lakeland Bank; The Milan Family Foundation, Inc.; and Vito and Marlene Sisti.

Participating restaurants and dessert, wine and spirit vendors are Antimo's Italian Kitchen, Applebee's, Carella's Chocolates, CATB Liquor Imports, Crown of India, De Lorenzo's Tomato Pies, Iron & Ivy at Princeton Marriott at Forrestal, Local Greek, McCaffrey's Food Market, Outback Steakhouse, P.F. Chang's, Public Wines, Beer & Spirits, Plush Vodka, Seasons 52, Senor Sangria, Sourland Mountain Spirits, Starbucks and Texas Roadhouse.

To register to attend the Taste of Hope event or make a donation, please visit www.toh.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 150,000 students in elementary, 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 MindsSM 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.

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