



**FOR IMMEDIATE RELEASE**

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**Attitudes In Reverse® (AIR™) Honors  
Drs. Nirav and Neha Shah as *Partners in Hope***

***Princeton Brain and Spine Is an AIR Sponsor of AIR's October 4<sup>th</sup> Taste of Hope Event***

PRINCETON, NEW JERSEY (September 28, 2017) – Attitudes In Reverse® (AIR™), a Princeton-based nonprofit organization, will honor Nirav Shah, MD, FACS, Medical Director of Princeton Brain and Spine, and Neha Shah, PharmD, of Langhorne, PA, with *Partners in Hope* awards during its second annual *Taste of Hope* fundraising event on October 4, 2017 from 6:00 to 9:00 p.m. at the Princeton Marriott at Forrestal, 100 College Road East, Princeton, NJ. In addition to honoring Drs. Nirav and Neha Shah for their leadership in the medical and mental healthcare fields, the affair is designed to build awareness of AIR and support its mission of saving lives through mental-health and suicide-prevention education.

“Attitudes In Reverse is grateful for the support of Dr. Nirav and Neha Shah, and we are pleased to honor them both at the second annual Taste of Hope event. Both Nirav and Neha are aligned with AIR's mission of educating youth about good mental health and suicide prevention. Both of the Shahs are very philanthropic and regularly give back to the local and global community. We appreciate all of their support and love,” said Tricia and Kurt Baker, Co-Founders of AIR.

The 2016 *Champion of Hope*, Craig J. Hubert, Esq., a Partner at the Mercer County law firm, Szaferman Lakind, commented: “The 2016 *Taste of Hope* event was a great success and I am proud of all we accomplished for AIR. The 2nd Annual *Taste of Hope* on October 4, 2017 will honor my friends and constituents, Dr. Nirav Shah and Neha Shah, who are the perfect partners to help AIR continue its noble mission of suicide awareness, education and prevention.”

“I sincerely appreciate this honor. I take it very seriously, as this issue is rampant in our community and society,” Dr. Nirav Shah said. “Organizations like Attitudes In Reverse really shed light on the important issues of mental health, suicide prevention and youth development. Not only are they champions for the psychologically afflicted, but also champions for us all in raising our awareness.”

“As a pharmacist, I strive to help people achieve optimal wellness. That includes mind and body. As a mother of two young children, I do everything in my power to help my children be happy and healthy. Attitudes In Reverse has a special place in my heart because it combines my passion of

**More**

## AIR™ Honors Drs. Nirav and Neha Shah as *Partners in Hope*/Page 2 of 2

providing optimal health care and education while focusing on children and young adults,” Dr. Neha Shah said. “I am humbled to have been chosen as an honoree , as I am very proud of being part of an organization that truly values education and encompasses mental health care as overall wellness, all while making a difference in the lives of children and young adults.”

“Attitudes in Reverse impacts so many young people by dissolving the stigma surrounding mental illness by providing an accessible outlet where education and support are readily available. Without minimizing the pressures any young person may feel, Attitudes In Reverse educates young people on the support that exists today. Instead of placing blame on WHY mental illness affects certain individuals, Attitudes In Reverse allows a form of open communication to discuss pressures that are affecting young individuals today,” Dr. Neha Shah added.

The [\*Taste of Hope\*](#) event is sponsored by *AIR Sponsors* Medical Mutual, [Princeton Brain and Spine](#); *Faith Sponsors* [Care Plus NJ Inc.](#), ESP Delivers LLC, [Szaferman Lakind Bumstein & Blader, P.C.](#), [Stark & Stark](#) and [WithumSmith +Brown](#); *Dignity Sponsor* [Leary Bride Tinker and Moran](#); and *Love Sponsors* Beato Chiropractic, [Bee Fit with Tracy](#), [Carrier Clinic](#), [Comprehensive Behavioral Health Care/CBHCare Foundation](#), [Creative Capital](#), [Fly High Coby](#), [Global Wealth Management, LLC](#), [Guy J. Renzi and Associates, Inc.](#), [Hamilton Cardiology Associates](#), HealthMark Enterprise, [Hinkle Fingles & Prior Attorneys at Law](#), [Horizon NJ Health](#), [Investors Bank](#), [Merlin Industries](#), [National Council for Behavioral Health](#), [New Jersey Association of Mental Health and Addiction Agencies](#), [Pennsauken Diagnostic Center](#), [Princeton Regional Chamber of Commerce](#), [Provident Bank](#), Rose and Lou Linowitz Charitable Foundation, United 10NM, [US-1 Express Inc. Courier Services](#) and [Virtus Wealth Solutions](#). In addition, [Butler Human Services](#) sponsored a classroom presentation.

The following businesses are participating in this event:

- *Restaurants:* Antimo’s Italian Kitchen , Bahama Breeze Island Grille , Bonefish Grill, Brick House Tavern + Tap, Crown of India, Havana Central , La Mezzaluna, Made from Scratch, Outback Steakhouse, Princeton Marriott at Forrestal, P.F. Chang’s , Ruth’s Chris Steakhouse and Texas Roadhouse
- *Desserts:* Carella’s Chocolates, Classic Dezert Company, Khalila’s CornKrush, McCaffrey’s Bakery, Seasons 52 and Starbucks
- *Wine, Beer & Spirits:* CATB Liquor Import , Devotion Vodka , Joe Canal’s Discount Outlet Liquor of Lawrenceville & Woodbridge, M&D Liquors, Ravenswood Winery , River Horse Brewing Co., Señor Sangria, Sterling Vineyards and Sourland Mountain Spirits

To register to attend the October 4<sup>th</sup> *Taste of Hope* event, please visit [www.airtoh.org](http://www.airtoh.org). For more information about this event, please contact Dennis Dias, Antares Event Planning & Consulting, LLC, at 908-208-2696 or [dennisddias@hotmail.com](mailto:dennisddias@hotmail.com).

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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 60,000 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](http://www.attitudesinreverse.org) or call 609-945-3200.