



Attitudes in Reverse®  
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**Businesses, Nonprofit Organizations Can Increase their Visibility  
and Help Save Lives at Attitudes In Reverse® Event May 19, 2018**

PRINCETON, NEW JERSEY (April 15, 2018) – Attitudes In Reverse® (AIR™) invites businesses and non-profit organizations to sponsor and/or exhibit at its 7<sup>th</sup> Annual Miki & Friends 5K Walk & Run for AIR™ event. Sponsoring and exhibiting provide tremendous visibility and growth opportunities while supporting AIR’s vital mission of saving lives through mental-health and suicide-prevention education. This event will be held on May 19, 2018 from 8:00 a.m. to 12:30 p.m. at Mercer County Park, East Picnic Area, West Windsor, New Jersey.

“While faculty and staff at more schools are learning about us and inviting us to present to their students, we are also becoming more well-known with other organizations, which will help us go much farther in pursuing our mission. In addition, at each of our annual events, we consistently and significantly increased the numbers of sponsors, exhibitors and attendees. We hope more organizations will be able to join us and support our mission of saving lives by raising awareness of mental health disorders and the importance of seeking help early in order to prevent suicide,” said AIR Co-Founders Tricia and Kurt Baker.

In the past seven years, AIR has presented its *Coming Up for AIR™* educational program to more than 65,000 middle school, high school and college students in New Jersey and several other states. After each presentation, between 2% and 6% of students share their struggles and get help. The Bakers also offer this presentation to adults through lunch-and-learn sessions at businesses and developed a version of the program tailored for younger students, *Packing a Good Mental Health Toolkit for Youth™*, which has already become popular.

Details on sponsorship and exhibiting opportunities are available at [www.attitudesinreverse.org](http://www.attitudesinreverse.org) on the Walk & Event page under the Programs tab. Registrations are due by April 21, 2018.

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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 63,000 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