



Attitudes in Reverse®  
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## **Diverse Local Companies Sponsor Attitudes In Reverse® Annual Event to Support Mission of Saving Lives**

PRINCETON, NEW JERSEY (April 29, 2018) – Attitudes In Reverse® (AIR™), a Princeton-based nonprofit, will host its annual Miki & Friends 5K Walk & Run for AIR event on May 19, 2018 from 8:00 a.m. to 12:30 p.m. at Mercer County Park, East Picnic Area, 1346 Edinburg Road, West Windsor, New Jersey. This event, which is part of AIR's mission to save lives through mental-health and suicide-prevention education, is sponsored by [Bee Fit with Tracy](#), a website created by health coach Tracy Sippelle; [Fly High Coby](#), a nonprofit that share's AIR's mission; the law firms of [Stark & Stark](#) and [Szaferman, Lakind, Blumstein & Blader, P.C.](#); [PerformCare New Jersey](#), full-service behavioral health managed care company, supporting members in the public sector; [Princeton Brain and Spine](#); and [Iggly Bragg Design, Ltd.](#)

“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. Throughout the year, AIR presents an educational program to students in middle and high schools, colleges and universities, as well as parents and teachers.

“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.

AIR's programs are highly effective. In fact, the organization has been selected as a finalist for a Change Maker Award by the Child Mind Institute.

### **Butterfly Release Ceremony Commemorates Departed Loved Ones**

One of the many activities during the May 19<sup>th</sup> event will be a butterfly release ceremony to honor loved ones who have passed away.

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“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.

In addition to having bagpipe music, the reciting of a poem and the release of butterflies during the event, there will be a tent displaying photos of departed loved ones. Attendees are invited to add photos of their loved ones to the tent and have the names of loved ones announced during the ceremony. A registration form is available under the Programs tab at [www.attitudesinreverse.org](http://www.attitudesinreverse.org) and can be mailed or e-mailed by May 12, 2018.

**Event Also Features 5K Walk & Run, Dog Demos and Live Music**

The event will also feature a 5K run that is certified by USA Track & Field, a 5K walk, demonstrations of dogs’ diverse talents and live music. Participants are encouraged to create run and walk teams at [www.walkforair.org](http://www.walkforair.org). For more details, please visit [www.attitudesinreverse.org](http://www.attitudesinreverse.org) or write to [info@attitudesinreverse.org](mailto:info@attitudesinreverse.org).

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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.