



Attitudes in Reverse®
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Attitudes In Reverse® Co-Founder Kurt Baker to Be Honored as Platinum Dad by UIH Family Partners

PRINCETON, NEW JERSEY (April 9, 2018) – Kurt Baker, Co-Founder of Attitudes In Reverse® (AIR™), will be honored as a Platinum Dad by UIH Family Partners on June 16, 2018, from 10:00 a.m. to 2:00 p.m. at Princeton Marriott at Forrestal, 100 College Road East, Princeton, NJ.

AIR is a Princeton, NJ based nonprofit that aims to save lives through mental-health and suicide-prevention education. Baker and his family founded the organization soon after losing their son to suicide in 2009. In that time, they have educated more than 65,000 students in middle and high schools, colleges and universities, mostly in New Jersey and in several other states. They also offer Youth Mental Health First Aid training for individuals who work with youth; Lunch and Learn sessions for businesses; and training and certification for dogs to become Emotional Support Animals.

“As a father blessed with two children, one of whom with a severe mental health disorder, I am deeply honored to be recognized by UIH Family Partners in their mission to help fathers obtain the skills to be the best they can be. Our family learned much from our beloved son and brother Kenny who died by suicide shortly after his 19th birthday. He taught us we that we must move past the stigma of mental health disorders and teach all young parents the signs and symptoms so they are better prepared should their child be one of the 25% who will ultimately be diagnosed. Giving our children the tools and hope for healing will ensure they all enjoy the long and happy lives they deserve,” Baker said.

UIH Family Partners, Trenton's oldest non-profit, focuses on protecting children in families where one parent, frequently the father, does not live with their children. The organization serves more than 1,500 fathers each year through the following programs: work readiness (including soft skills development), job search and employment retention assistance, parenting education, computer literacy training, HSE (formerly GED) preparation, anger management, stress and time management, Dress2Impress, Daddy and Me Literacy, Family Night Out, Operation Fatherhood, as described on its website, www.uihfamilypartners.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 65,000 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 or call 609-945-3200.