



FOR IMMEDIATE RELEASE

**Jennifer Perini, Community Relations Manager
321.632.8610 ext. 202 | jperini@bacemploy.com**

Bringing Color to Life: BAC's 39th Annual Color in Motion Arts Festival Empowers Over 1,000 ESE Students Through Creative Expression

(Rockledge, FL, March 12, 2024) The Brevard Achievement Center (BAC) is delighted to announce the successful conclusion of its 39th Annual Color in Motion Arts Festival held February 27th to 29th, 2024. Held against the picturesque backdrop of Brevard Zoo, this year's festival warmly welcomed over 1,514 Exceptional Student Education (ESE) students along with their teachers, peers, and families, exemplifying BAC's commitment to fostering inclusivity, empowerment, and accessibility through the arts.

Throughout the signature three-day festival, Color in Motion Arts Festival attendees had the opportunity to participate and explore a wide range of creative hands-on arts activities, including a newly added musical petting zoo.

"The Color in Motion Arts Festival is a truly inspiring and uplifting experience for all of our students, teachers, and families," said Lee Sorensen, Arts Program Manager of BAC. "At BAC, we believe in the transformative power of the arts and at this year's festival, students had the opportunity to express themselves freely, build confidence, and connect with their peers in a welcoming and supportive environment. We are so grateful to Brevard Zoo for their continued partnership and helping us to create a vibrant and inclusive environment where all our students feel valued and empowered."

As BAC reflects on the success of the 39th annual Color in Motion Arts Festival, the organization remains steadfast in its mission of empowering individuals with disabilities to achieve their fullest potential. Through continued collaboration with community partners and stakeholders, BAC is dedicated to creating opportunities for individuals of all abilities to thrive and succeed. A special thank you to Lotane & Associates, P.A., Ilene Davis CFP of Financial Independence Services, Costco Wholesale, and Chic-Fil-A whose generosity and support aided this year's festival.

BAC continues to seek partners/donors as a critical funding gap currently threatens these essential enrichment and empowerment programs. These initiatives play a pivotal role in positively impacting the lives of individuals with disabilities but are unfortunately at risk due to financial constraints. To join their mission and to help pave the way for a more equitable and empowering future by safeguarding these programs, please contact Keri Goff, Director of Community Relations at kgoff@bacemploy.com or 321.632.8610 x 203.



1845 Cogswell Street, Rockledge, FL 32955
office: 321.632.8610 | fax: 321.631.8207
bacemploy.com

ABOUT BAC

BAC is a social enterprise dedicated to building communities that support members of unique abilities in growing their own personal success. BAC's empowerment programs provide life enrichment opportunities to those with significant disabilities and help more than 1,200 people find meaningful purpose in their lives.

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