

The Martin Luther King Jr. Day Assembly video was created to inspire and educate students on Dr. King's legacy, emphasizing themes of justice, equity, and service. Designed for middle and high schools, the video was widely used across Washington and other states throughout January in recognition of MLK Day. By delivering a powerful message through engaging storytelling and visuals, the assembly fostered meaningful conversations about civil rights, leadership, and activism. With 67 purchases generating \$17,200 in sales, the true impact extends beyond numbers—thousands of students engaged with and reflected on Dr. King's teachings. The video's accessibility allowed schools to bring this important discussion into their communities, reinforcing the power of effective communication in honoring the past and inspiring future change makers.