

HOW TO INTRODUCE

Brescia

Today, we have the honour of welcoming a remarkable individual whose life story is not just an inspiration, but a testament to the unbreakable strength of the human spirit.

Brescia's journey has been marked by profound tragedy and overwhelming adversity. From a childhood shadowed by bullying, family members torn apart by alcoholism and suicide, to witnessing her brother's heartbreaking struggles with bipolar disorder which ultimately resulted in his death by suicide, her life has been a battleground. Addiction became an unfortunate companion during these dark times, leading her down a path of crime, homelessness, and despair. But it was in the very depths of this darkness that Brescia found the courage to change her story. With the unwavering support of loved ones, she fought her way back, celebrating 22 years of sobriety in September 2025.

Today, Brescia is a professional speaker, emcee and mentor, as well as a professional addiction counsellor and certified mental health coach, known for her bold and honest approach to topics many people struggle to address openly.

Through daily awareness and advocacy, she brings a powerful perspective rooted in lived experience, education, and years of working with individuals and families affected by addiction and mental health challenges. Brescia speaks in schools, organisations, rehabilitation environments and community platforms, helping people understand the realities of addiction, emotional coping, and the choices that shape our lives.

Much of her pro-bono work takes place at Elim Rehabilitation Clinic, where she proudly represents the very facility where she was once a patient, now serving as a Brand Ambassador.

In addition to her advocacy work, Brescia is also the Founder and Creative Director of Semicolon Marketing and Events, where she works with brands, organisations and initiatives that aim to make a meaningful impact.

In 2025, Brescia established the Things We Don't Talk About Foundation NPC, an initiative created to generate funds for individuals who cannot afford access to rehabilitation.

Today, Brescia stands before us as a beacon of resilience and hope. Her story is one of transformation — from the depths of despair to a life dedicated to helping others continue their stories, no matter the challenges they face.

She exemplifies the power of resilience, faith and courage in overcoming life's greatest obstacles.

Ladies and gentlemen, please put your hands together and give a warm welcome to Brescia Bianco-Badenhorst.