

DENIM DAY IS APRIL 29, 2020

Bicoastal Rally on YouTube Will Bring Together Survivors of Sexual Violence to Express Solidarity in the time of COVID-19

**Take Part Online or on the Front Lines:
Join Survivors, Allies and the Organizations That Serve Them;
Recommit to Ending Rape Culture**

LOS ANGELES (April 27, 2020)--Amid the COVID-19 pandemic and shelter-at-home orders, LA-based [Peace Over Violence](#) is joining forces with [Denim Day New York City](#) to invite survivors of sexual assault and their allies everywhere to take part in the 21st Annual [Denim Day](#) awareness campaign on Wednesday, April 29, 2020.

“Across the country and around the world, whether you are sheltering at home or serving as an essential worker, we invite you to wear your jeans with purpose on April 29, as long as it is safe for you to do so,” said Patti Giggans, Denim Day founder and Executive Director & CEO of Peace Over Violence. “It is vital that we prioritize the needs of survivors of sexual assault in this pandemic. We know that sheltering at home may not be safe for those who fear sexual violence and we are highly attuned to the need for solidarity and increased support. While this Denim Day will be different than previous ones, the message remains the same: There is no excuse and never an invitation to harass, abuse, assault, rape.”

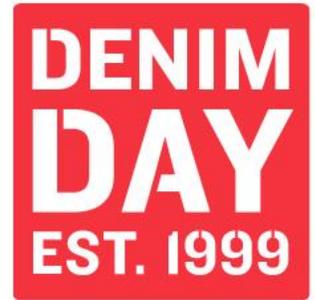
On April 29, Giggans will join Los Angeles City Council President Nury Martinez at 9:30 a.m., City Hall news conference to declare Denim Day in Los Angeles. At the event, Giggans and Martinez will discuss the challenges faced by survivors during the COVID-19 pandemic, and the need for increased support.

Later that day, Peace Over Violence will host a virtual, bicoastal Denim Day Survivor Rally in conjunction with [Denim Day New York City](#). The live event will be hosted on the [Peace Over Violence YouTube channel](#) at 2 p.m. Pacific / 5 p.m. Eastern. It will feature survivors, community leaders, and violence prevention experts from New York City and Los Angeles sharing their authentic, inspiring, and uplifting testimony. The virtual rally will be hosted by artists Maya Jupiter and Aloe Blacc, long-time Denim Day supporters and spokespeople.

“Denim Day is different this year, like everything else is different during the COVID-19 pandemic,” Giggans said. “Just because we have a pandemic, we can’t ignore the fact that we have had an epidemic of sexual harassment, sexual assault, and rape for years.”

The Denim Day campaign is the longest-running sexual violence prevention and education campaign in the United States. It inspires and mobilizes individuals, communities, and institutions by providing tools, messaging, and an accessible call to action: wearing jeans with a purpose. Denim Day recalls an Italian Supreme Court case that sparked international outrage when a judge overturned a lower court’s conviction of a rapist because the victim wore jeans. The judges ruled that because the victim was wearing tight jeans, she must have helped her attacker remove them, thus implying consent.

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“Throughout history, we have survived through incredibly challenging events, individually and collectively,” said Shirley Alvarado-del Aguila, Denim Day Campaign Director. “Moments of crisis are profoundly volatile. But we can either succumb to fear and face setbacks for decades to come, or we can face the challenge together with great courage and compassion.”

Alvarado-del Aguila said the virtual rally will bring together survivors to express their collective power. “This gathering lets us share our journeys of recovery and healing. It’s an invitation for us to pause for an hour and share in our strength and resilience.”

“By partnering with businesses, educational institutions, students, community members, and elected officials, Peace Over Violence’s Denim Day has become both a symbol of protest against erroneous and destructive attitudes about sexual assault and a powerful tool for disrupting rape culture,” Giggans said. Individuals may register their participation, access information, and download tools for use on social media and elsewhere by visiting www.denimdayinfo.org.

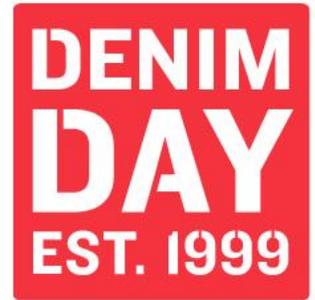
Peace Over Violence selected “Solidarity” as the theme for this year’s Denim Day to recognize that “in this time of social distancing and sheltering-at-home, the needs of those experiencing domestic, sexual, and interpersonal violence have not disappeared, but have posed new challenges. During these unprecedented times, solidarity is critical to ensure that the most vulnerable are protected,” noted Alvarado-del Aguila.

“All individuals and communities are being affected by COVID-19, and Peace Over Violence affirms that responses and precautions are being taken in solidarity with everyone’s struggles to overcome this pandemic,” Giggans said. “One thing about survivors: They know how to survive,” Giggans said. “Right now, we need to support them and help keep them safe until we can all leave our homes and find our new normal.”

Online supporters can share their photos using #DenimDay on social media.

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