



Denim Day in LA & USA is April 23, 2014

**Media Advisory:
Schedule of Los Angeles Events**

Wear Jeans Wednesday April 23 to Protest Sexual Violence

*Press Conference, Denim Day Event at GUESS?, Inc. HQ
With Paul Marciano, LA Mayor Garcetti, LAPD Chief Beck at 10 a.m.*

Denim Day Rallies, Events Set for LAUSD Campuses and More

WHAT:

Denim Day in LA & USA, www.denimdayinfo.org, the annual sexual violence prevention and education campaign, will take place on Wednesday, April 23, 2014. On Wednesday, people are encouraged to wear jeans to support survivors of sexual assault and raise awareness around sexual violence issues. Organized annually by the LA-based nonprofit organization **Peace Over Violence**, Denim Day recalls an Italian court case that sparked international outrage when judges did not convict 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.

Now in its 15th year, Denim Day is held each April during Sexual Assault Awareness Month. Millions of supporters around the country and globally are expected to participate this year.

Global lifestyle brand GUESS?, Inc. and the GUESS Foundation have signed on as the official fashion sponsor of Denim Day 2014 with a strong commitment to raising awareness around sexual violence including a \$100,000 donation and promotion of Denim Day through the company’s first chain-wide in-store, digital and online philanthropic marketing campaign spanning across its GUESS, G by GUESS and GUESS Factory brands.

WHERE / WHEN:

Here is a **partial list of Denim Day events and visuals** in and around Los Angeles on Wednesday, April 23:

- **DOWNTOWN LOS ANGELES—10 a.m.**—Denim Day press conference and live event, featuring GUESS?, Inc. Chief Executive Officer and President of the GUESS Foundation, **Paul Marciano**; Los Angeles Mayor, **Eric Garcetti**; Founder of Denim Day in LA & USA and Executive Director of Peace Over Violence, **Patti Giggans**; Los Angeles Police Chief, **Charlie Beck** and Denim Day celebrity spokespeople and musicians **Aloe Blacc** and **Maya Jupiter**. GUESS Headquarters, 1444 S. Alameda St. Los Angeles, CA 90021. **RSVP required to joni@nakatomipr.com. Press credentials / IDs will be checked at guard gate.**

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[denim day in la & usa](http://denimdayinla.com)
a peace over violence project

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Events for Wednesday, April 23, 2014 - Continued from Page 1:

- **LOS ANGELES CITY HALL—10 a.m.**—A violence prevention expert from Peace Over Violence and a local college student will testify before the Los Angeles City Council about sexual violence statistics. Testimony sponsored by Councilmembers Bonin and Martinez. **Los Angeles City Hall, City Council Chambers. 200 N. Spring St., LA.**
- **CITYWIDE—Various Times**—Students on dozens of middle- and high-school campuses will take part in Denim Day activities. LAUSD has proclaimed Denim Day district wide. Key events open to media coverage:
 - **12:15 p.m. – SAN GABRIEL HIGH SCHOOL (Alhambra USD):** Lunchtime performances by students; clothesline of jeans featuring statistics and messages of empowerment; jean decorating; photo booth. 801 South Ramona Street, San Gabriel.
 - **12:20 – 12:53 p.m. – FRANKLIN HIGH SCHOOL (LAUSD):** Lunchtime Denim Day rally with jean decorating, buttons, posters, t-shirts and photo booth. 820 N. Ave. 54, Los Angeles.
 - **12:50 p.m. – BERENDO MIDDLE SCHOOL (LAUSD) –** Students will hold a March of Peace, wearing jeans and marching through campus with red balloons with statistics and messages of hope. 1157 S. Berendo St., Los Angeles
- **HOLLYWOOD—8-10 p.m.** Denim Day celebrity spokespeople **Aloe Blacc and Maya Jupiter** will host a comedy show at the Hollywood Improv, entitled *“DISTRESSED-A Comedy Show to Benefit Peace Over Violence”*. 8162 Melrose Ave., Hollywood, CA 90048. Media must RSVP separately to denimday@peaceoverviolence.org for credentials to this event.

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To schedule interviews with Peace Over Violence representatives regarding the history and importance of Denim Day, please contact Joni Byun at Nakatomi & Associates, (310) 914--5000 or Joni@nakatomipr.com. Members of the media are invited to support Denim Day by wearing jeans on April 23, 2014. For information about Peace Over Violence, visit www.peaceoverviolence.org.

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