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PEACE OVER VIOLENCE'S 20TH ANNUAL DENIM DAY TO BE OBSERVED ON APRIL 24, 2019

In Los Angeles, throughout California and across the world, millions of people will wear jeans with a purpose to show that there is no excuse and never an invitation to harass, abuse, assault, rape!

LOS ANGELES (APRIL 5, 2019) -- On April 24, 2019 millions around the world will join Peace Over Violence's Denim Day, the longest-running sexual violence prevention and education campaign. In its 20th year, the campaign message remains consistent: There is no excuse and never an invitation to rape. Denim Day calls on all individuals, institutions and elected officials to challenge destructive attitudes and myths that surround sexual violence.

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"The Denim Day campaign is a call to action for all of us," said Patti Giggans, Founder of Denim Day and Executive Director of Peace Over Violence. "Wearing jeans is a symbol of protest and a message of solidarity with survivors. Every two minutes, someone is sexually assaulted in America - and often the victim is blamed. The Denim Day campaign is designed to challenge all of us to change our thinking about sexual assault and our relationship violence and rape, and to inspire everyone to prevent interpersonal violence in our homes, schools and communities."

For the last 20 years, the Denim Day campaign has inspired and mobilized 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



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wore jeans. The judges ruled that because the victim was wearing tight jeans, she must have helped her attacker remove them, thus implying consent.

This campaign seeks to inspire individuals to believe and support survivors, to challenge rape culture, and to protest destructive attitudes surrounding sexual assault. The Denim Day campaign has reached millions worldwide, with roots in the City of Angels. At the 2018 Denim Day kickoff rally and press conference, Los Angeles Mayor Eric Garcetti said: "We must make Los Angeles, everywhere, and this world, a harassment free zone. We know that we cannot stand for these inexcusable acts, not anywhere." The campaign calls on communities, institutions, elected officials - everyone - to show up for survivors.

The 2019 Denim Day campaign poster features survivor and previous Denim Day rally speaker, Danah Cleaton, "My experience with the Denim Day campaign has meant more to me than I can put into words. I have been able to blend my passion for modeling with my purpose of service, while at the same time, bringing myself healing from my trauma. Being a part of this campaign marked the beginning of healing and wholeness within me and for so many others. Speaking out broke the cycle of silence in my family." Cleaton added that Denim Day echoes the strength and courage of survivors and provides a brave space to uplift their voices and engage everyone in bringing awareness to sexual violence and calling out rape culture.

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ABOUT DENIM DAY

For the past 20 years, Peace Over Violence, a Los Angeles based nonprofit, has run its Denim Day campaign on a Wednesday in April in honor of Sexual Assault Awareness Month. The campaign was originally inspired by a ruling in the Italian Supreme Court, where a rape conviction was overturned because the justices felt that since the victim was wearing tight jeans, she must have helped the rapist remove them, thereby implying consent. The following day, women in the Italian Parliament came to work wearing jeans in solidarity with the victim. Peace Over Violence developed the Denim Day campaign in response to this case and the activism surrounding it. The campaign continues to work to support individuals and groups across the world to bring Denim Day back to their communities in an effort to build awareness, support survivors and end rape culture.

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