

DENIM DAY IS APRIL 28, 2021

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; Commit to Ending Rape Culture

LOS ANGELES (April 26, 2021)—For the second year due to the COVID-19 pandemic, LA-based [Peace Over Violence](#) is joining forces with [Denim Day New York City](#) and inviting survivors of sexual assault and their allies everywhere to take part in a virtual rally on Denim Day, Wednesday, April 28, 2021. The online event will take place on the [Peace Over Violence YouTube channel](#) at 2 p.m. Pacific / 5 p.m. Eastern.

While the Denim Day campaign began in Los Angeles 22 years ago, this will be the second Denim Day of the pandemic to feature a virtual rally. The themes for Denim Day 2021 are: “Believe Survivors” and “We Protect Each Other.”

“Whether we are working on the front lines, sheltered at home, marching in the streets, or gathering on the steps of City Hall, we want survivors to know that we believe them and that we will always protect each other,” said Patti Giggans, Denim Day founder and CEO of Peace Over Violence. “COVID-19 has laid bare so many injustices in our society, and sexual violence is no different. We have had an epidemic of sexual harassment, sexual assault, and rape for years.”

Across the country and around the world, people everywhere are invited to make a social statement with their fashion statement and wear their jeans with purpose on April 28. Supporters can visit www.denimdayinfo.org for more information and resources.

“Even as we begin to return to school, work and the community, we must continue to prioritize the needs of survivors of sexual assault in this pandemic,” Giggans said. “We are highly attuned to the need for solidarity and increased support. While our Denim Day rally remains virtual again this year, the message remains the same: There is no excuse and never an invitation to harass, abuse, assault, rape.”

To kick-off Denim Day on April 28, Giggans will join Los Angeles City Council President Nury Martinez and other local elected leaders at a morning news conference at City Hall to proclaim Denim Day in Los Angeles.

Later that afternoon, artists and longtime Denim Day spokespeople Maya Jupiter and Aloe Blacc will co host the virtual rally, featuring survivors, community leaders, and violence prevention experts from New York City and Los Angeles sharing authentic, inspiring, and uplifting testimony.

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a project of peace over violence

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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.

Started in 1999, the campaign has reached millions worldwide, is declared in cities all across the nation, and has participants in all fifty states and many countries around the world.

"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.

For more information, and download tools for use on social media and elsewhere, visit www.denimdayinfo.org. Online supporters can share their photos using #DenimDay on social media.

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