

**DENIM
DAY**
APRIL 26, 2017

**SEXUAL
VIOLENCE
PREVENTION
AND EDUCATION
CAMPAIGN**

**THERE IS NO
EXCUSE
AND NEVER
AN INVITATION
TO RAPE**

**MAKE A SOCIAL
STATEMENT
WITH YOUR
FASHION STATEMENT
WEAR JEANS
WITH A PURPOSE
WEDNESDAY, APRIL 26, 2017**

**PEACE
OVER
VIOLENCE**
ONE ON ONE, ONE BY ONE

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denimdayinfo.org

DENIM DAY IS ON APRIL 26, 2017

SPEAK UP. SUPPORT. PREVENT.

In 1999, an Italian High Court overturns a rape conviction declaring that, because the victim wore very tight jeans, she had to help him remove them, and by removing the jeans it was no longer rape but consensual sex. This became known throughout Italy as the “jeans alibi.” Enraged by the verdict, women in the Italian Parliament protested the ruling by wearing jeans on the steps of parliament. As news of this decision spread, so did the protest. Los Angeles joined in and a campaign was born.

Peace Over Violence’s Denim Day, a global award winning rape prevention education campaign, asks community members, elected officials, businesses and students to wear jeans on this day as a symbol of protest against erroneous and destructive attitudes about sexual violence.

MAKE A SOCIAL STATEMENT WITH YOUR FASHION STATEMENT, WEAR JEANS WITH A PURPOSE

- Register to wear jeans with a purpose at denimdayinfo.org
- Download the Denim Day Toolkit 2017 and gear up
- Host a Denim Day conversation at your house with friends and family, distribute materials and talk about what it means to support Denim Day
- Download your Denim Day posters and post in bulletin boards, public places, and ask local business to post them in their stores
- Purchase Denim Day buttons and distribute in your community
- Pledge to get 5 friends to register to wear jeans on Denim Day
- Host or attend a Denim Day event in your community, visit denimdayinfo.org/events
- Run a Dollars for Denim Campaign at your school or company, visit bit.ly/DOLLARSFORDENIM

There is no excuse and never an invitation to rape.

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Denimdayinfo.org

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#DenimDay #NoExcuse