



THE
CENTER
FOR
WOMEN
AND
FAMILIES

NO MORE

MOVE THE CONVERSATION FORWARD.

DO MORE

JOIN US FOR DENIM DAY IN THE USA.

2017 DENIM DAY ACTION KIT

WEDNESDAY APRIL 26, 2017

Thank you for doing more to help us take a stand against sexual violence by participating in 2017 Denim Day. There are several simple ways for you to get involved this year.

- Wear denim on Wednesday, April 26, 2017.
- Encourage your workplace, professional affiliates, family, friends, church group or even your favorite local barista to wear jeans on Denim Day.
- Follow us on Facebook, Twitter & Instagram @thecenteronline. Share our posts to help raise awareness & educate people on facts about sexual assault.
- Print out copies of the poster and info sheet included in our kit and put them up at your workplace, school or group meeting place to let others know about Denim Day.
- Host a Dollars for Denim Day event at your community, school or workplace to benefit The Center for Women and Families.

Call or email us with questions.

Contact Information:

Email: denimday@cwfempower.org

Phone: 502.581.7261

www.thecenteronline.org

Mailing Address:

The Center for Women and Families

ATTN: DENIM DAY

PO Box 2048

Louisville, KY 40201

Thank you for participating!

The Awareness & Prevention Committee

The Center for Women and Families

TOGETHER WE CAN END DOMESTIC VIOLENCE & SEXUAL ASSAULT



NO MORE

YOUR ACTION KIT INCLUDES:

An I SAY NO MORE sign

Why are you wearing jeans on Denim Day to say NO MORE to Sexual Assault? Fill out the printable sign and snap a photo of you with your denim fashion to share on social media or post in your office home or school.

A JOIN US promotional poster

This tells people about Denim Day, it's history and how to participate. It's easy for you to print and post. Denim Day in the USA is all about awareness, so get the word out any way you can.

DOLLARS FOR DENIM DAY customizable poster

Write in a suggested donation amount for your organization members to wear denim on Denim Day along with your contact information.

SEXUAL ASSAULT INFOGRAPHIC

Look over this so you know what the facts are about sexual violence. Print it to share with others.

CUSTOMIZE YOUR SIGNS!

APRIL IS SEXUAL ASSAULT AWARENESS MONTH
Fill in what you will do to move the conversation forward and end violence. Post on social media #Domore.

I WILL *Believe Survivors* MORE
"SPEAK UP" "EDUCATE MYSELF AND OTHERS" "BELIEVE & SUPPORT SURVIVORS"

NO MORE | **DO MORE**
NO MORE SILENCE. NO MORE VIOLENCE. | MOVE THE CONVERSATION FORWARD.

NO MORE | **DO MORE**
1-844-BE-SAFE-1 | www.thecenteronline.org

NO MORE | **DO MORE**
MOVE THE CONVERSATION FORWARD. | JOIN US FOR DENIM DAY IN THE USA.

DOLLARS FOR DENIM
Wednesday April 26, 2017

SHOW US YOUR DENIM ONLINE
#NOMOREDOMORE
#CWFDENIMDAY17

DENIM DAY IN THE USA is a campaign that raises community awareness about the devastating impacts of sexual violence and how to prevent it.

THE HISTORY: In 1992 an 18-year-old in Italy was raped by her driving instructor. She pressed charges and won her case, but the instructor appealed and the case went to the Italian High Court.

In 1999 the court overturned the conviction with a member of the High Court declaring that since the victim wore very tight jeans, the instructor could not have removed them himself; therefore, the victim must have willingly participated. Women of the Italian legislature protested the decision by wearing jeans. As news of the decision spread, so did the protest.

Today, all around the world, organizations coordinate community-wide Denim Days to show support of survivors and raise awareness about the crimes of sexual assault.

DO MORE
\$5
Suggested Donation Amount

Did you know that The Center for Women and Families offers all of it's services free of charge to victims of sexual assault and domestic violence? Get involved and help The Center continue to provide free services to those in need.

You can make a difference by donating dollars for the denim you wear on Denim Day to support The Center for Women and Families. Contact your organizer to sign up.

Participating Organization _____

Organizer Contact Name: *JANE SMITH*

Organizer Contact Information _____

THE CENTER FOR WOMEN AND FAMILIES | 1-844-BE-SAFE-1 | www.thecenteronline.org

#CWFDENIMDAY17
@thecenteronline

APRIL IS SEXUAL ASSAULT AWARENESS MONTH

Prevention is possible. Fill out what you will do to end violence and post on social media #nomoredomore.



@thecenteronline

WILL

“SPEAK UP” “LEARN RESOURCES TO SHARE” “BELIEVE & SUPPORT SURVIVORS”

NO MORE

NO MORE SILENCE. NO MORE VIOLENCE.

DO MORE

PREVENTION IS POSSIBLE.



NO MORE



THE
CENTER
FOR
WOMEN
AND
FAMILIES

1-844-BE-SAFE-1

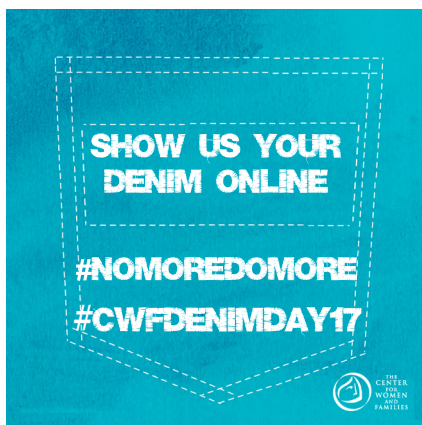
www.thecenteronline.org

NO MORE

MOVE THE CONVERSATION FORWARD.

DO MORE

JOIN US FOR DENIM DAY IN THE USA.



4.26.17

WEAR DENIM ON APRIL 27

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

Make a social statement with your
fashion statement.

Wear jeans with a purpose.

#CWFDENIMDAY17

   @thecenteronline



THE
CENTER
FOR
WOMEN
AND
FAMILIES

1-844-BE-SAFE-1
www.thecenteronline.org

KNOW MORE

DENIM DAY IN THE USA raises community awareness about the devastating impacts of sexual violence and how you can help bring these issues to light.

In 1992 an 18-year-old in Italy was raped by her driving instructor. She pressed charges and won her case, but the instructor appealed and the case went to the Italian High Court.

In 1999 the court overturned the conviction with a member of the High Court declaring that since the victim wore very tight jeans, the instructor could not have removed them himself; therefore, the victim must have willingly participated. Women of the Italian legislature protested the decision by wearing jeans. As news of the decision spread, so did the protest.

Today, all around the world, organizations coordinate community-wide Denim Days to show support of survivors and raise awareness about the crimes of sexual assault.



THE
CENTER
FOR
WOMEN
AND
FAMILIES

NO MORE

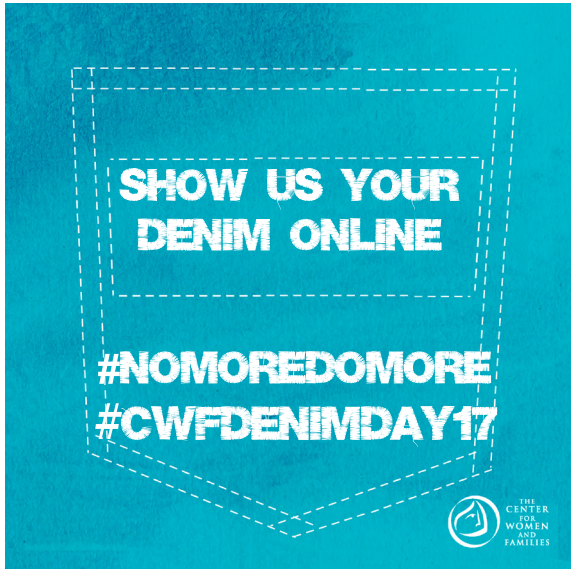
MOVE THE CONVERSATION FORWARD.

DO MORE

JOIN US FOR DENIM DAY IN THE USA.

DOLLARS FOR DENIM

Wednesday April 26, 2017



DENIM DAY IN THE USA is a campaign that raises community awareness about the devastating impacts of sexual violence and how to prevent it.

THE HISTORY: In 1992 an 18-year-old in Italy was raped by her driving instructor. She pressed charges and won her case, but the instructor appealed and the case went to the Italian High Court.

In 1999 the court overturned the conviction with a member of the High Court declaring that since the victim wore very tight jeans, the instructor could not have removed them himself; therefore, the victim must have willingly participated. Women of the Italian legislature protested the decision by wearing jeans. As news of the decision spread, so did the protest.

Today, all around the world, organizations coordinate community-wide Denim Days to show support of survivors and raise awareness about the crimes of sexual assault.

DO MORE

Did you know that The Center for Women and Families offers all of its services free of charge to victims of sexual assault and domestic violence? Get involved and help The Center continue to provide free services to those in need.

You can make a difference by donating dollars for the denim you wear on Denim Day to support The Center for Women and Families. Contact your organizer to sign up.

Suggested Donation Amount

Participating Organization

Organizer Contact Name

Organizer Contact Information



THE
CENTER
FOR
WOMEN
AND
FAMILIES

1-844-BE-SAFE-1
www.thecenteronline.org

#CWFDENIMDAY17



@thecenteronline

THE REALITY OF SEXUAL VIOLENCE

IT CAN HAPPEN TO ANYONE...



Nearly 1 in 5 women have experienced rape
1 in 2 women have experienced other sexual violence in their lifetime



1 in 59 men have experienced rape
1 in 5 men have experienced other sexual violence in their lifetime

Last year Center Advocates served over 700 sexual assault survivors



44% of victims are under the age 18
80% are under the age 30



Every 107 seconds, another American is sexually assaulted

Perpetrators are not usually strangers



98% of rapists will never spend a day in jail



9 out of 10 women raped KNEW THE PERPETRATOR

68% of sexual assaults are not reported to the police



1 out of 2 men raped KNEW THE PERPETRATOR

*Sources: 2010 Report National Intimate Partner and Sexual Violence Survey, U.S. Centers for Disease Control and Prevention & Rape, Abuse & Incest National Network (RAINN).