

—
EMBRACE
YOUR
Voice
—

DENIM DAY ACTION KIT

WEDNESDAY APRIL 25, 2018

Your voice has power.

Thank you for doing more to help us take a stand against sexual violence by participating in 2018 Denim Day. There are several simple ways for you to get involved this year.

- Wear denim on Wednesday, April 25, 2018.
- 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.
- Tag us on social media with #CWFDenimDay18 for a chance to win a \$100 Visa giftcard.

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

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DENIM DAY

4.25.18

YOUR VOICE HAS POWER. WEAR DENIM ON APRIL 25.

Why Denim?

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.

**SHOW US YOUR
DENIM ONLINE
WIN \$100 VISA CARD**

Share a photo of your denim online
and be entered into a drawing for a
\$100 Visa gift card. Use our hashtag

#CWFDENIMDAY18

**Believe survivors. Rape is never acceptable,
no matter what someone is wearing.**



THE
CENTER
FOR
WOMEN
AND
FAMILIES

#CWFDENIMDAY18



Crisis + Information Line
1-844-BE-SAFE-1
www.thecenteronline.org

THE REALITY OF SEXUAL VIOLENCE

IT CAN HAPPEN TO ANYONE...



@thecenteronline



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