

DENIM DAY IS APRIL 22: WEAR YOUR JEANS

Make a Social Statement with Your Fashion Statement: Take A Stand Against Rape, Sexual Assault, Dating Violence

7 For All Mankind Joins the Cause, Donating Portion
of Jeans Sales on April 22 to Peace Over Violence

LOS ANGELES (April 16, 2009)—Denim Day in LA & USA will be held this year on April 22. This campaign gives people the chance to make a social statement with their fashion statement while supporting survivors of sexual assault and spreading awareness about sexual violence.

Organized annually by Peace Over Violence, Denim Day in LA and Denim Day USA recall an Italian court case that sparked international outrage when judges did not convict 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.

Since then, Denim Day in LA and Denim Day USA have grown to become a national movement held annually during April, which is Sexual Assault Awareness Month. More than 600,000 supporters took part in 2008 and more are expected to participate this year, including high school and college students, and employees of leading corporations and businesses.

“Every two minutes, someone is sexually assaulted in America,” said Patti Giggans, executive director of Peace Over Violence. “Through Denim Day, we want to erase misconceptions about sexual violence and work to prevent it.”

Peace Over Violence recently unveiled its Denim Day 2009 ad campaign. Entitled “No Excuses,” the thought-provoking series of public-service advertisements includes online and viral ads for YouTube, as well as striking print ads that will appear on digital billboards throughout Los Angeles County this month, thanks to space provided pro bono by Clear Channel.

“SHE WAS ASKING FOR IT,” “SHE WAS DRUNK & PARTYING” and “SHE WAS WEARING TIGHT JEANS” are three of the sexual assault excuses highlighted in the ads, which are designed to inspire a critical dialogue about violence prevention. Each ad states the tag line: “There is no excuse and never an invitation to rape.”

“These ads are designed to challenge all of us to change our thinking about sexual assault, relationship violence and rape, and to inspire everyone to prevent interpersonal violence in our homes, schools and communities,” Giggans said.

On April 22, Denim Day rallies and events will be held in multiple locations all across the city including: Los Angeles Unified School District campuses, college and university campuses, workplaces, community organizations, and local municipalities. Additionally, Giggans will testify before the Los Angeles City Council at 10 a.m. on the issue of sexual violence and violence prevention and she will present a report on the effects of sexual trauma.

Other collateral events in support of Denim Day include: Pilates for Peace classes on Sunday, April 19, with all proceeds supporting Denim Day. For information, visit www.pilatesforpeace.com. Additionally, the premium denim brand 7 For All Mankind is donating 10 percent of its denim sales at its retail stores across the country on April 22 to Peace Over Violence. To find your nearest store, visit www.7forallmankind.com.

To register your participation or for more information about Denim Day in LA and Denim Day USA, please visit www.denimdayinla.org or www.denimdayusa.org. For more information about Peace Over Violence, please visit www.peaceoverviolence.org.

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**DENIM
DAY**
IN LA 2009

**SEXUAL
VIOLENCE
PREVENTION
AND EDUCATION
CAMPAIGN**
DENIMDAYINLA.ORG

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

Denim Day in L.A.
is a project of
Peace Over Violence

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