



April is Sexual Assault Awareness Month

Create Awareness & Raise Funds
by participating in Denim Day - April 24, 2019

Break the dress code and the silence!

Register your workplace today!



Why Denim Day?

Denim Day is sponsored by the Bay Area Women's Center to enlist public support to dispel harmful attitudes about rape. Denim Day originated from a case where the Italian Supreme Court overturned charges against a 45-year old rape suspect because his 18-year-old victim was wearing jeans at the time of the attack. The Court stated in its decision that "It is common knowledge...that jeans cannot even be partly removed without the effective help of the person wearing them....and it is impossible if the victim is struggling with all her might." The judgment sparked a worldwide outcry from those who understand that coercion, threats and violence go along with the act of rape.

When?

National Denim Day is **Wednesday, April 24, 2019**, but some companies choose to wear denim on a different day. Help the Bay Area Women's Center recognize April as Sexual Assault Awareness Month by participating in Denim Day 2019!

How do we participate?

If you would like more information about this event or would like to join the Denim Day Campaign please call **Jessica at 989-686-4551** or email **jgregory@bawc-mi.org**. We will provide your office with posters and a sticker for each employee who participates in the event.

Your workplace can raise funds for the Sexual Assault Program at the Bay Area Women's Center by requesting that each employee who wears denim donate \$1, \$5 or \$10.

Don't forget to send us photos of your staff in denim so we can post on our Facebook page!

