

# SUPPORT DOLLARS FOR DENIM CAMPAIGN

## 19TH ANNUAL DENIM DAY

Support healing services for survivors by participating in Dollars for Denim.

**DENIM DAY** is a rape prevention education campaign that raises community awareness about the devastating impacts of sexual violence and how to prevent it. The campaign originated as a response to a ruling by the Italian Supreme Court where a rape conviction was overturned because the justices felt that since the victim was wearing tight jeans she must have helped her rapist remove them, thereby implying consent.

### HOW TO RUN A 'DOLLARS FOR DENIM' CAMPAIGN:

1. Promise to wear denim on Wednesday, April 25, 2018 and register at [www.denimdayinfo.org](http://www.denimdayinfo.org).
2. If you are a company or a school get permission to run a 'Dollars for Denim' Campaign.
3. Declare Denim Day in your company or school.
4. Invite your friends and colleagues to make a donation of \$5 to wear denim on Wednesday, April 25, 2018.
5. Donate the 'Dollars for Denim' that have been collected to Safe Alliance, your local sexual assault crisis center. To donate online follow the link [www.SafeAlliance.org/SAAM](http://www.SafeAlliance.org/SAAM)

You can also mail a check to:

Safe Alliance  
601 East Fifth Street, Suite 400  
Charlotte, NC 28202

Make checks payable to Safe Alliance and put 'Dollars for Denim' in the subject line.



**safealliance**  
WHERE HOPE & HEALING BEGIN