



## MAKE A SOCIAL STATEMENT WITH YOUR FASHION STATEMENT, WEAR JEANS WITH A PURPOSE

**DENIM DAY IS ON APRIL 25TH, 2018**

**SPEAK UP. SUPPORT. PREVENT**

In 1999, an Italian High Court overturns a rape conviction declaring that, because the victim wore very tight jeans, she had to help him remove them, and by removing the jeans it was no longer rape but consensual sex. This became known throughout Italy as the "jeans alibi." Enraged by the verdict, women in the Italian Parliament protested the ruling by wearing jeans on the steps of parliament. As news of this decision spread, so did the protest. Los Angeles joined in and the campaign was born.

Peace Over Violence's Denim Day, a global award winning rape prevention education campaign, asks community members to wear jeans on this day as a symbol of protest against erroneous and destructive attitudes about sexual violence.

### **PARTICIPATE IN DOLLARS FOR DENIM.**

- Make a small donation of \$5 or more to **Safe Alliance** to wear jeans on April 25th, 2018.
- Take a stand to show your support and recognition that there is no excuse for sexual assault.

**Donate:** [www.SafeAlliance.org/SAAM](http://www.SafeAlliance.org/SAAM)

**Safe Alliance's** mission is to provide hope and healing to those impacted by domestic violence and sexual assault; offering 24 hour services to survivors. To learn more about our programs please visit [www.safealliance.org](http://www.safealliance.org)

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Twitter.com/Safe\_Alliance  
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#SAAM, #iHeartConsent

