



Dear Denim Day participant,

Thank you for joining us this year to bring the 17th Denim Day sexual violence prevention and education campaign to your community. Whether you are an advocate at a local rape crisis center organizing a fundraiser for survivors, an educator or student coordinating a school rally, a community member mobilizing your neighborhood, a college student pushing for policy change, an elected official introducing a Denim Day proclamation, a business leader organizing an employee training—the list is endless (!)—we welcome you and hope that this 2016 toolkit will guide you in your work to end sexual violence.

We designed this campaign to be accessible for everyone, anywhere who wants to take action to prevent rape and all forms of sexual violence. We offer you these tools we have created and encourage you to use the campaign logos, text, social media platforms and strategies to drive change in your community. We support all efforts to use this campaign and its materials to raise funds for local services that support rape survivors.

Inspired by Italian female Parliamentarians action of wearing jeans on the steps of the Supreme Court following the overturning a lower courts of rape conviction, I created Denim Day in LA in 1999. The campaign quickly expanded into a national movement: Denim Day USA. Making Denim Day history in 2015, the GUESS? Foundation brought the campaign to Canada and Italy, it's inspirational origins.

Denim Day has grown beyond a day in April and into a movement. Over the years we've asked Denim Day supporters to register their participation, but this year we are shifting our language to represent the greater commitment of Denim Day. We are asking you to gear up and become part of a movement by taking action against false and destructive assumptions about sexual assault. We are asking for a personal commitment, a promise, to not only wear jeans, but be the person who stands in support of survivors and educates yourself and others about sexual violence. We are asking you to gear up and make the Denim Day Promise.

From now until April 27, 2016, gear up - talk to decision makers, administrators, friends, family, build your campaign. On 4.27.16, wear jeans with a purpose. There is No Excuse and Never An Invitation to Rape.

GEAR UP & WEAR JEANS WITH A PURPOSE.



Patricia Giggans

*Founder, Denim Day in LA & USA campaign*

*Executive Director of Peace Over Violence*