

## GEAR UP & WEAR JEANS WITH A PURPOSE

Dear Friend,

Thank you for joining us this year to bring the 18th Denim Day sexual violence prevention and education campaign to your community. Whether you are an advocate at a local rape crisis center, an educator or student, a community member, a college student, an elected official, a business leader—the list is endless (!)—we welcome you and support 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 invite you to download our Denim Day Toolkit 2017 to obtain campaign logos, text, social media tools 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.

We have seen the incredible work of survivors and allies in the past years. Survivors across the country have come out of the shadow and spoken out commanding national attention. The Hunting Ground produced by Amy Ziering and Kirby Dick, Lady Gaga's 'Til It Happens To You' and her performance at the Oscars, The White House's "It's On Us" Campaign, the victim statement of Emily Doe and many other important events have only continue to shed light on the epidemic of sexual violence on college campuses and beyond and supported major legislative actions in the movement to end sexual violence.

From now until April 26, 2017, gear up--build your campaign, talk to friends, family, and decision makers. Wear jeans with a purpose, as a visible means of protest against the misconceptions that surround sexual assault. There is No Excuse and Never An Invitation to Rape.



Patricia Giggans

Founder, Denim Day in LA & USA campaign

Executive Director of Peace Over Violence