



MEDIA ADVISORY:

Denim Day in LA & USA is April 27, 2011

**More Than 2 Million People Will Take a Stand
Against Rape, Sexual Assault, Dating Violence**

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WHAT: **Denim Day in LA & USA**, an award-winning annual sexual violence prevention and education campaign, will take place nationwide on April 27, 2011. On that day, people are encouraged to wear jeans to support survivors of sexual assault and raise awareness around sexual violence issues.

12th annual denim day in la & usa
a peace over violence project

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Organized annually by the nonprofit organization **Peace Over Violence**, Denim Day in LA & USA recalls an Italian court case that sparked international outrage when judges did not convict a rapist because the victim wore jeans. The judges ruled that because the victim was wearing tight jeans, she must have helped her attacker remove them, thus implying consent.

Now in its 12th year, Denim Day is held each April during Sexual Assault Awareness Month. More than 2 million supporters are expected to participate in 2011, including students, organizations, corporations and representatives from across the nation.

Locally, Peace Over Violence will make presentations at both Los Angeles and West Hollywood City Hall, and take part in events and assemblies on dozens of middle- and high-school campuses. And new this year for Denim Day, Peace Over Violence is partnering with 1in6.org to support **adult male survivors of sexual abuse**.

To learn more about Denim Day in LA & USA, and to register as an individual or group participant, visit www.denimdayinla.org. Supporters also can text DENIM to 85944 to donate \$10 to violence prevention programs.

WHO: Representatives from Peace Over Violence are available to discuss Denim Day and the history of sexual violence prevention in Los Angeles. Peace Over Violence is marking its 40th anniversary in 2011. Spokespeople include:

- **Patti Giggans**, Executive Director, Peace Over Violence. Patti is an author and recognized expert on violence prevention. She can discuss the history of Denim Day and the status of the **DNA Rape Kit testing backlog**
- **Teen leaders** who take part in local **dating violence prevention** programs.
- Representatives from 1in6.org, which supports **adult male survivors of sexual abuse**.

WHY: For important statistics about sexual assault and the importance of violence prevention, visit www.denimdayinla.org/about/why_denim_day_usa

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