

## DENIM DAY IS WEDNESDAY, APRIL 27, 2022

### ANNUAL AWARENESS CAMPAIGN KICKS OFF WITH LA CITY HALL PRESS CONFERENCE AND RALLY

**Wear Your Jeans. Support Survivors of Sexual Violence. Send a Clear Message:  
There is STILL No Excuse and Never an Invitation to Rape**

LOS ANGELES (April \_\_, 2022)—[Denim Day](#), the world’s longest-running sexual violence prevention and education campaign, takes place Wednesday, April 27 and people everywhere are invited to wear their jeans in solidarity with survivors of sexual violence.

The theme for Denim Day 2022 is: “There is STILL no excuse and never an invitation to rape.” It is a message that recalls the original campaign slogan 23 years ago, when outraged leaders and lawmakers around the world put on their jeans [to protest an Italian Supreme Court ruling](#) that overturned a rapist’s conviction. The Italian judges had ruled that because the rape victim was wearing tight jeans, she must have helped her attacker remove them, thus implying consent.

“What began as a protest of an outrageous verdict has grown into a powerful, worldwide movement of awareness and solidarity,” said Patti Giggans, [Denim Day founder](#) and CEO of the Los Angeles-based nonprofit [Peace Over Violence](#), which hosts the annual campaign. Denim Day is held every April, during Sexual Assault and Awareness Month.

Over the years, Denim Day events have taken place on college campuses, military bases and in the offices of businesses large and small. Millions of people – from police chiefs and elected officials, to athletes and entertainers, to office workers and news anchors, to middle- and high-school students – have joined the campaign, all donning their jeans on Denim Day “to make a social statement with their fashion statement,” Giggans said.

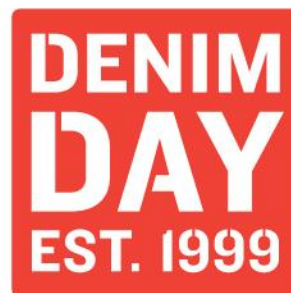
For more information on Denim Day, visit [www.denimdayinfo.org](http://www.denimdayinfo.org). Internationally recognized performers and activists Aloe Blacc and Maya Jupiter return as the official spokespeople for Denim Day, a role they have held since 2014.

Denim Day 2022 kicks off with a news conference at 9 a.m. Pacific Time at Los Angeles City Hall, led by Los Angeles [City Council President Nury Martinez](#), and City Councilmembers [Nithya Raman](#) and [Monica Rodriguez](#), who will be flanked by survivors and community leaders to proclaim April 27th Denim Day in Los Angeles. Then, at 10:30 a.m. Pacific Time, Peace Over Violence will host a Denim Day rally on the L.A. City Hall South Lawn, featuring speakers, interactive activities, materials and resources, along with complimentary coffee and pastries.

“After two years of virtual rallies due to the pandemic, we are thrilled to be back, in-person, in downtown Los Angeles,” Giggans said. “Join us with your jeans on for an inspiring morning as we tell the galvanizing story of Denim Day and our movement for survivors.”

###

Contact:  
Danielle Fairlee  
[danielle@dsfcommunications.com](mailto:danielle@dsfcommunications.com)  
(818) 606-2210



#### metro headquarters

1541 Wilshire Boulevard, 3rd fl  
Los Angeles, California 90017

213.955.9090 office  
213.955.9093 fax  
213.785.2684 video  
213.785.2749 video

#### 24-hour hotlines

626.793.3385  
310.392.8381  
213.626.3393

#### [denimdayinfo.org](http://denimdayinfo.org)

[denimday@peaceoverviolence.org](mailto:denimday@peaceoverviolence.org)



a project of peace over violence