



April is Sexual Assault Awareness Month

For the past 23 years, Denim Day has been held on a Wednesday in April in honor of Sexual Violence Awareness Month. The campaign was originally triggered by a ruling by the Italian Supreme Court where a rape conviction was overturned because the justices felt that because the victim was wearing tight jeans, she must have helped her rapist remove her jeans, thereby implying consent. The following day, the women in the Italian Parliament came to work wearing jeans in solidarity with the victim. Denim Day became a global response to this case and the activism surrounding it.

Since then, wearing jeans on Denim Day has become a symbol of protest against erroneous and destructive attitudes about sexual assault. We ask community members, elected officials, businesses, and students to make a social statement with their fashion by wearing jeans on this day as a visible means of protest against the misconceptions that surround sexual assault. This year's Denim Day is April 27th, and we would love everyone in the community to participate.

Join us on April 27th for Denim Day 2022

How To Make an Impact

1) Deck out in denim on social media!

- Ditch those dress pants (or sweats if you're working from home) for your favorite denim jeans and accessories. We would love to see you, your coworkers, or your family in your denim. Please post a photo and tag us @TPdomesticviolenceservices on Facebook and Instagram!
- Take an old pair of jeans and write inspirational and uplifting messages to our clients in sharpie on them! We will print your messages and post them at Shelter and in our offices.
- Paint a rock or several with messages of hope, and take pictures to share with us. (Consider adding them to the ColumbusIN Rocks Facebook page too!)

2) Donate “denim dollars” to help a sexual assault survivor

Turning Point continues to help clients daily! You can donate a few dollars to show your support of survivors as we assist our clients and educate others about all forms of sexual violence.

Your workplace, organization, or family at home can show support and donate online to support sexual assault survivors and programming.

Donate today at www.turningpointdv.org/denim-day and click the purple button!

3) Do the right thing

If you or someone you know is suffering sexual assault, domestic, or dating violence, please encourage them to call us, or feel free to call us yourself at our Helpline at 1-800-221-6311. We are available to answer that call 24/7. **For more information – visit www.turningpointdv.org**