

DENIM DAY IS APRIL 22: WEAR YOUR JEANS

Media Advisory / Schedule of Events

**** Updated / New Info ****

Thousands Will Make Social Statement With Fashion Statement:
Taking A Stand Against Rape, Sexual Assault, and Dating Violence

Locally, Mayor Antonio Villaraigosa, Calista Flockhart, Rosario Dawson
7 For All Mankind Jeans Support Denim Day

What: Denim Day in LA and Denim Day USA will be held April 22, 2009, giving people the chance to make a social statement with their fashion statement, while supporting survivors of sexual assault and spreading awareness about sexual violence.

Organized annually by Peace Over Violence, Denim Day in LA and Denim Day USA recall 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.

Since then, Denim Day has grown to become a national movement held annually during April, which is Sexual Assault Awareness Month. More than 600,000 supporters took part in 2008 and more are expected to participate this year, including high school and college students, and employees of leading corporations and businesses.

Schedule: Denim Day rallies, assemblies and informational events will take place at schools, government buildings and worksites throughout the area. Here is a partial list of Denim Day events and visuals in and around Los Angeles:

10 a.m. DOWNTOWN LOS ANGELES—Peace Over Violence Executive Director Patti Giggans and national spokesperson Calista Flockhart (of ABC's "Brothers & Sisters") will testify before the Los Angeles City Council on the issue of sexual violence and violence prevention. She also will present a report on the effects of sexual trauma. Los Angeles City Hall, 200 N. Spring St., Los Angeles, CA 90012.

Noon BOYLE HEIGHTS—Los Angeles Mayor Antonio Villaraigosa and national spokesperson Calista Flockhart (of ABC's "Brothers & Sisters") will support Denim Day at Roosevelt High School. The Mayor will speak during a student assembly, where experts will present statistics on sexual violence. 456 S. Mathews St., Los Angeles, CA 90033.

Noon EAGLE ROCK—Denim Day student rally and performance during lunch at Eagle Rock High School. 1750 Yosemite Dr Los Angeles, CA 90041.

Noon LOS ANGELES—Denim Day student rally, art exhibits and performances during lunch at Manual Arts High School. 4131 S Vermont Ave, Los Angeles, CA 90037.



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Denim Day in L.A.
is a project of
Peace Over Violence

— MORE —



3 p.m.: **UPDATED/NEW INFO: LOS ANGELES—**News conference with actress Rosario Dawson, Peace Over Violence Executive Director Patti Giggans and Father Gregory Boyle of Homeboy Industries. They will discuss sexual assault awareness and prevention and support for survivors. **At Homeboy Industries: 1916 E. 1st St., Los Angeles.**

All Day: **MALIBU / LOS ANGELES—**Premium denim brand 7 For All Mankind (www.7forallmankind.com) is donating 10 percent of its denim sales at its retail stores across the country to Peace Over Violence. Local 7 For All Mankind stores: 3825 Cross Creek Road, Malibu, CA 90265 and 100 S. Robertson Blvd., Los Angeles, CA 90048.

REGIONAL—In support of Denim Day, Clear Channel has donated digital billboard space throughout the region. “SHE WAS ASKING FOR IT,” “SHE WAS DRUNK & PARTYING” and “SHE WAS WEARING TIGHT JEANS” are three of the sexual assault excuses highlighted in the ads, which are designed to inspire a critical dialogue about violence prevention. Locations:

- **DOWNTOWN LOS ANGELES—**Corner of 11th St. and Hill St. (facing east)
- **LOS ANGELES—**On W. Pico Blvd., just east of S. Dunsmuir Ave. (facing east)
- **LOS ANGELES—**On Vermont Ave., just south of 22nd Pl. (facing south)
- **SAN FERNANDO VALLEY—**On Ventura Blvd., just west of Woodman Ave. (facing west)
- **PASADENA—**On Rosemead Blvd., just north of Del Mar Blvd. (facing north)

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Editor’s Notes:

To schedule interviews with Peace Over Violence spokespeople or for suggested events in your local neighborhood, contact Jackie Lee at Nakatomi & Associates, (310) 914-5000 or Jackie@nakatomipr.com.

Members of the media are invited to support Denim Day by wearing jeans on April 22, 2009. For Denim Day information, including statistics about sexual violence, visit www.denimdayinla.org or www.denimdayusa.org. For information about Peace Over Violence, visit www.peaceoverviolence.org.



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