

SEXUAL
ASSAULT
AWARENESS
MONTH

DENIM DAY



24-HR RAPE CRISIS HOTLINE 904.721.7273

DENIM DAY

Celebrating its 25th anniversary

JOIN US
APRIL 24TH



And now, wearing jeans on Denim Day has become a global symbol of standing up against harmful attitudes and myths about sexual violence.

So, mark your calendar for April 24, 2024, and let's make a statement together in denim!

Your support means everything. So, grab your denim and let's do this!

Here's the scoop:

Denim Day originated from a shocking ruling by the Italian Supreme Court twenty-five years ago.

Can you believe they overturned a rape conviction just because the victim wore tight jeans? It sparked outrage worldwide.

But you know what happened next? The amazing women in the Italian Parliament showed up to work in jeans as a powerful protest.

Get Involved in Denim Day with 3 Easy Steps

Step 1: Rock Your Denim

Whether it's skinnies, flares, low/high rise, or jackets. Any type of denim counts!

Step 2: Snap a Pic and Spread the Word

Let's flood social media with our denim solidarity - share your photo on your social channels dropping these hashtags in your caption: #DenimDay & #StopSexualViolence

Don't forget to tag WCJ on:

Instagram: @thewcj_

X (formerly Twitter): @The_WCJ_

Facebook: TheWCJ

Step 3: Support Survivors

We're suggesting a \$5.00 contribution for wearing jeans on the day, but any amount counts. The more denim-clad warriors posting and donating, the louder our message becomes.

Check:

Made payable to the 'WCJ' with Denim Day in the memo, and post to WCJ, 5644 Colcord Avenue, Jacksonville, Florida 32211

Cash:

Drop it off at the WCJ, 5644 Colcord Avenue, Jacksonville, Florida 32211
Monday-Friday, 9:00 A.M. - 5:00 P.M.

Online:

<https://give.thewcj.org/denimday24>