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FOR IMMEDIATE RELEASE

April 28, 2015

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MEDIA ADVISORY

Denim Day Gathering to Support Survivors of Sexual Assault, Focus on Prevention

Denim Day Milwaukee part of international day to challenge misconceptions around sexual assault

MILWAUKEE – Residents citywide will be wearing jeans for a great cause on Wed., April 29, as the City of Milwaukee and Milwaukee Public Schools Superintendent Dr. Darienne Driver join local advocates and survivors to kick off Denim Day Milwaukee, a day to support survivors of sexual assault and challenge misperceptions that surround assault.

This year, Denim Day Milwaukee, co-chaired by Mayor Tom Barrett and Dr. Darienne Driver, focuses on youth and sexual assault awareness. The U.S. Department of Justice estimates that more than half of rapes and assaults go unreported, a common reason being that many victims feel they won't be believed or they will be blamed for their attack. Raising awareness is the first step toward prevention.

Participants are encouraged to share their photos on social media using the hashtag #DenimDayMKE. Additional information can be found on the Denim Day Facebook page and at www.denimdaymke.org and www.denimdayusa.org.

Denim Day Milwaukee is coordinated by a collaborative group of organizations, and supports the local work of The Healing Center, Pathfinders, and Aurora Health Care's Sexual Assault Treatment Center.

WHAT: Denim Day Milwaukee Kick-off

WHEN: Wednesday, April 29

TIME: 10 a.m.

LOCATION: City Hall Rotunda
200 E. Wells St., Milwaukee

SPEAKERS: Common Council President Michael J. Murphy
Milwaukee Public Schools Superintendent Dr. Darienne Driver
MPS Coordinator of Psychological Services and Allied Health Dr. Mary Esser
MPS students
Julie Rothwell, United Way of Greater Milwaukee & Waukesha County
Mark Huber, Aurora Health Care

Additional interviews with service providers available.

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