



Tom Barrett  
Mayor

Bevan K. Baker, FACHE  
Commissioner of Health

Sandra J. Rotar  
Health Operations Administrator

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**FOR IMMEDIATE RELEASE**

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**MEDIA ADVISORY**

**Mayor Barrett and Commissioner of Health to Join Advocates and Survivors for Denim Day**  
*Denim Day Milwaukee part of international day to support survivors, challenge myths around sexual assault*

MILWAUKEE – Residents citywide will be wearing jeans for a great cause on Wed., April 27, as the City of Milwaukee joins local advocates and survivors to kick off Denim Day Milwaukee, a day to support survivors of sexual assault and challenge the myths that surround assault.

This year, Denim Day Milwaukee, co-chaired by Mayor Tom Barrett and Commissioner of Health Bevan K. Baker, focuses on engaging men and boys in the work to end sexual violence. 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 photos of themselves wearing denim on social media using the hashtag #DenimDayMKE. Additional information can be found on the [Denim Day Facebook page](#) and at [www.denimdaymke.org](http://www.denimdaymke.org).

**WHAT:** Denim Day Milwaukee Kick-off

**WHEN:** Wednesday, April 27

**TIME:** 11 a.m.

**LOCATION:** Pathfinders, 4200 N. Holton St., Milwaukee

**SPEAKERS:** Mayor Tom Barrett  
Commissioner of Health Bevan K. Baker  
Tim Baack, Pathfinders  
Nicole Angresano, United Way of Greater Milwaukee and Waukesha County  
Mark Huber, Aurora Health Care  
Charles Russell, Survivor

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