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FOR IMMEDIATE RELEASE

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Advocates and Survivors to Mark Denim Day Milwaukee

City of Milwaukee Health Department to join community partners in day to support survivors

MILWAUKEE – Residents citywide will be wearing jeans for a great cause on Wednesday, April 26, 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.

The sixth annual Denim Day Milwaukee, led by Mayor Tom Barrett and co-chair Dasha Kelly, asks all individuals to join the efforts in ending sexual violence. The day is part of an international awareness day that began after an Italian woman was raped. The perpetrator was convicted, but the sentence was overturned after a court determined that because the victim wore tight jeans and may have had to remove them, the attack on her was consensual sex. The verdict motivated women in the Italian Parliament to wear jeans in solidarity with the victim. The movement has now spread into an international awareness day.

Denim Day Milwaukee has evolved from a single day into a month-long event. This year, local efforts include a denim display on Wisconsin Avenue, as well as awareness events and activities throughout the month.

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 DenimDayMke.org.

- WHAT:** Denim Day Milwaukee Kick-off
and performance by Milwaukee artist Dasha Kelly
- WHEN:** Wednesday, April 26
10 a.m.
- WHERE:** Pathfinders, 4200 N. Holton St., Milwaukee
- SPEAKERS:** Alderwoman Chantia Lewis
Reggie Moore, City of Milwaukee Health Department Office of Violence Prevention
Tim Baack, Pathfinders
Maryann Clesceri, Aurora Health Care
Dawn Helmrich, United Way of Greater Milwaukee & Waukesha County
Dahlia Robles, Milwaukee High School of the Arts
Samantha Collier, Team Teal 365

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