

Denim Day 2017

In honor of April being **Sexual Assault Awareness Month**, we invite you to join us in wearing denim on Wednesday, April 26, as a public statement of your stance against sexual violence. **We ask local businesses, schools, and groups to participate in Denim Day by wearing jeans and making a donation to the Orange County Rape Crisis Center.**

What is Denim Day? Since 1999, this national campaign has promoted awareness of sexual violence by asking community members to take a stand against rape culture and show their support for survivors. Originating as a protest against an Italian Supreme Court ruling, Denim Day has evolved into an outcry against the myths and misconceptions surrounding sexual assault. For more information about the history and significance of Denim Day, please visit ddusa.peaceoverviolence.org/.

Get Involved. Many groups have created different fundraisers to support the Orange County Rape Crisis Center on Denim Day. The traditional format is for offices to allow employees to wear jeans to work if they make a minimum donation. But these days, many offices already have a casual dress code. This leaves a great opportunity to get creative and come up with your own fundraiser! Check out our [Fundraising Guide](#) for ideas, and contact us if you are interested in planning a Denim Day event. We would love to highlight your group in our outreach materials, and we can provide you with resources.



Sexual Assault Awareness Month. Sexual assault impacts the lives of millions in Orange County and across the globe: The CDC estimates that 1 in 5 women will be raped in her lifetime. To increase awareness about this issue, prevent future crimes, and support survivors, our national and local governments have proclaimed April to be Sexual Assault Awareness Month (SAAM). The Orange County Rape Crisis Center has a 43-year history of fighting sexual violence in our community through 24-hour crisis intervention services, support groups, education programs, and more.

Contact Us. Want to get involved? Contact us at info@ocrcc.org or 919-968-4647. Visit our website at ocrcc.org/saam.