



Jim McDonnell
Chief of Police

DENIM DAY LONG BEACH

Wednesday **April 24, 2013**



APRIL IS SEXUAL ASSAULT AWARENESS MONTH

Denim Day is a public education campaign designed to protest rape and attitudes that excuse sexual assault. Denim Day Long Beach started in 2005 to focus community awareness on the devastating effects of sexual violence and how to prevent it.

The Long Beach Police Chief's Women's Advisory Group and the YWCA Greater Los Angeles Sexual Assault Crisis Services are sponsoring this year's rape prevention education campaign in Long Beach. Everyone is encouraged to wear jeans on Wednesday, April 24, 2013. This is a symbol of protest of harmful attitudes about rape in response to an Italian Supreme Court decision to overturn a rape conviction because the victim wore jeans. The justices reasoned that the victim must have helped her attacker remove her tight jeans, which they felt implied consent. We do not believe that consent can be implied.

Rape is a local, national and international problem.

It's not what we wear.

There's **NO** excuse. And **NEVER** an invitation to **RAPE!**

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For further information:
YWCA Greater Los Angeles Sexual Assault Crisis Services
562-590-6400
24-hour Hotline (877) Y HELPS U / (877) 943-5778