

NEWS RELEASE



MEDIA ADVISORY

UMKC to Go Denim during Sexual Assault Awareness Month

- WHAT:** Sexual Assault Awareness Month event sponsored by UMKC Violence Prevention and Response Program
- WHO:** **Guest speakers:** sexual assault survivors and prevention advocates
- WHEN:** **Wednesday, April 26** – Denim Day at UMKC
11 a.m. – 1 p.m. – Information Tables, Denim Display and Decorating, Guest Speakers
- WHERE:** **The Quad at UMKC (block bounded by Holmes, Rockhill, 51st and 52nd streets)**
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The [University of Missouri-Kansas City](#) Violence Prevention & Response Program, the UMKC Women's Center, and UMKC Student Affairs and Enrollment Management will recognize Denim Day USA at UMKC Wednesday, April 26, during Sexual Assault Awareness Month. Denim Day is a global campaign to raise awareness for sexual assault.

For the past 18 years, [Peace over Violence](#) has run its Denim Day campaign on a Wednesday in April in honor of Sexual Violence Awareness Month. The campaign was originally triggered by an Italian Supreme Court ruling to overturn a rape conviction on the basis that since the victim was wearing tight jeans she must have helped her rapist remove her jeans, thereby implying consent. Since then, wearing jeans on Denim Day has become a symbol of protest against erroneous and destructive attitudes about sexual assault.

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Author: KH Editor: JM

In this rape prevention education campaign, community members, elected officials, businesses and students are encouraged to make a social statement with their fashion by wearing jeans as a visible means of protest against the misconceptions that surround sexual assault, and show support for survivors. Wearers of denim are encouraged to tell people why they've chosen to wear denim.

Denim Day Activity Schedule:

9 a.m. – 4 p.m. Visual Display: View a denim display in the quad, located at 51st St. and Rockhill Rd., that bears witness to sexual assault and provides material on the history of Denim Day, as well as campus resources for survivors of sexual assault.

11:00 a.m. – 1 p.m. Information Table and Denim Decorating: Stop at the information table in the UMKC Quad to learn about Denim Day, UMKC resources for those facing sexual assault, and decorate a denim item to add to the visual display.

Noon: Join UMKC students, faculty and staff in the Quad to hear from advocates fighting to end sexual violence, and a sexual assault survivor.