

Denim Week – Monday, April 29, 2019 – Friday, May 3, 2019

**How the Denim Day campaign started:**

For the past 20 years, Peace Over Violence has run its Denim Day campaign on a Wednesday in April in honor of Sexual Assault Awareness Month. The campaign began after a ruling by the Italian Supreme Court where a rape conviction was overturned because the justices felt that since the victim was wearing tight jeans she must have helped the person who raped her remove her jeans, thereby implying consent. The following day, the women in the Italian Parliament came to work wearing jeans in solidarity with the victim. Peace Over Violence developed the Denim Day campaign in response to this case and the activism surrounding it. Since then, wearing jeans on Denim Day has become a symbol of protest against erroneous and destructive attitudes about sexual harassment, abuse, assault and rape. In this sexual violence prevention and education campaign we ask community members, elected officials, businesses and students to make a social statement with their fashion statement by wearing jeans on this day as a visible means of protest against the misconceptions that surround sexual violence. <https://www.denimdayinfo.org/about>

**MONDAY April 29, 2019**

**Photo Booth** pictures on the stage with props, frames and a Denim Day background. Take pictures with your friends to share and celebrate Denim Week!

**Pledge Sign up** – Pledge your support to end sexual harassment, violence and rape culture by signing your name on a poster.

**Healing Box** – write a personal and confidential note and drop it in the box, to let go of something that is holding you back from healing. There will be a healing ceremony on Friday and all notes will be destroyed as a “letting go” process.

**Jean Tile Writing** – write a message on your jean tile to be later sewn into a jean quilt which will be revealed on Friday

**Jean Sack Race** – pair up with a partner for a Jean Sack Race and win prizes.

**TUESDAY April 30, 2019**

**Photo Booth** pictures on the stage with props, frames and a Denim Day background. Take pictures with your friends to share and celebrate Denim Week!

**Pledge Sign up** – Pledge your support to end sexual harassment, violence and rape culture by signing your name on a poster.

**Healing Box** – write a personal and confidential note and drop it in the box, to let go of something that is holding you back from healing. There will be a healing ceremony on Friday and all notes will be destroyed as a “letting go” process.

**Jean Tile Writing** – write a message on your jean tile to be later sewn into a jean quilt which will be revealed on Friday

**Denim Painting Party** – Bring your jeans to decorate with art supplies. We will also have art students available to help with your artwork.

**Scavenger Hunt** – gather a team together to go search for clues to the questions that you will have to answer. Win prizes.

**WEDNESDAY May 1, 2019**

**Photo Booth** pictures on the stage with props, frames and a Denim Day background. Take pictures with your friends to share and celebrate Denim Week!

**Pledge Sign up** – Pledge your support to end sexual harassment, violence and rape culture by signing your name on a poster.

**Healing Box** – write a personal and confidential note and drop it in the box, to let go of something that is holding you back from healing. There will be a healing ceremony on Friday and all notes will be destroyed as a “letting go” process.

**Jean Tile Writing** – write a message on your jean tile to be later sewn into a jean quilt which will be revealed on Friday

**Denim Painting Party** – Bring your jeans to decorate with art supplies. We will also have art students available to help with your artwork.

**THURSDAY May 2, 2019**

**Photo Booth** pictures on the stage with props, frames and a Denim Day background. Take pictures with your friends to share and celebrate Denim Week!

**Pledge Sign up** – Pledge your support to end sexual harassment, violence and rape culture by signing your name on a poster.

**Healing Box** – write a personal and confidential note and drop it in the box, to let go of something that is holding you back from healing. There will be a healing ceremony on Friday and all notes will be destroyed as a “letting go” process.

**Jean Bean Bag Toss** – Join your friends to toss Denim Bean bags to knock over a set of cans.

**FRIDAY May 3, 2019**

**Photo Booth** pictures on the stage. Take pictures with your friends to share and celebrate Denim Week!

**Pledge Sign up** – Pledge your support to end sexual harassment, violence and rape culture by signing your name on a poster.

**Healing Box Ceremony** – Join us for a ceremony around the Healing box where notes will be destroyed as a “letting go” process.

**Jean Quilt Reveal!!** – Take pictures of the beautiful Jean Quilt that was put together with all your messages!

**3<sup>rd</sup> period Jean Attire Classroom Contest** – the 3<sup>rd</sup> period classroom with students who have the most Jeans attire on (jean pants, tops, hats, etc) will win a pizza party for another day. Wear your jeans!

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