



Stand. Speak. Empower.

Play a role in the prevention of sexual violence in our community by joining Center For Family Services for Denim Day.

Wear denim on Fridays in April as a visible sign of support for ending sexual violence in our community.

Donate \$ 5.00 to the Denim Dollars Campaign

Did you know?

1 in 6 American women and 1 in 5 college students will be sexually assaulted. Sexual assault affects women and men, adults and children. Awareness of the epidemic in America has caused a 60% decline in sexual assaults in the last two decades, but even with this decline the statistics are still staggering—someone in the United States is sexually assaulted every 2 minutes.

What is Denim Day?

In 1998, an Italian Supreme Court decision overturned a rape conviction because the victim wore jeans, reasoning she must have helped her attacker remove them. Enraged by the verdict, the women in the Italian Parliament launched into action and protested by wearing jeans to the steps of the Supreme Court. Wearing jeans became an international symbol of protest against erroneous and destructive attitudes about sexual assault. Denim Day was launched in the United States in 1999 in California as a prevention education campaign. Since then, states across the country have joined in this effort. The State of New Jersey officially adopted Denim Day in 2010.

Center For Family Services' Denim Day campaign is a month-long campaign during the month of April, Sexual Violence Awareness Month. The campaign focuses on raising awareness about how to stop sexual violence, how to get help if you have been a victim, and to educate the community on simple prevention activities. This April, we can each do our part to stop the sexual assault of girls, women, boys, and men and stand in support of survivors!

How can I help make Denim Day a success?

Everyone can do their part to make Denim Day a success, individually, through your workplace, school, university, community group, or with a group of your family or friends!

- Contact CFS to register at 856-964-1990 ext. 130, email denimday@centerffs.org, or register online at centerffs.org.
- Encourage everyone you know to donate \$5 to the CFS Denim Dollars campaign and wear denim on Fridays in April.
- Make an online donation in support of Denim Day at centerffs.org or text EMPOWER to 20222 to make your \$5.00 donation.
- Attend the Tri-County *Stand. Speak. Empower.* Day on Tuesday, April 3rd at Rowan University from 4pm-8pm.
- Wear the Denim Day *Stand. Speak. Empower.* t-shirt as a show of support.

Visit centerffs.org for more information.

What does the Denim Dollars Campaign support?

Proceeds will provide services to survivors of sexual violence in southern NJ. Your contribution to the Denim Dollars Campaign makes it possible for Center For Family Services to operate our 24 hour live sexual assault and domestic violence hotline, provide advocate accompaniments to hospital emergency rooms, police stations, college campuses, and to court, offer individual and group counseling, provide safe shelter for victims of domestic violence and their children, and implement a prevention program so that violence is no longer a public health epidemic.

Donate online at centerffs.org or Text EMPOWER to 20222 make your \$5.00 donation



A one-time donation of \$5.00 will be added to your mobile phone bill or deducted from your prepaid balance. Messaging & Data Rates May Apply. All charges are billed by and payable to your mobile service provider. All donations must be authorized by the account holder. Service is available on most carriers. Donations are collected for the benefit of denim-daycfs by the Mobile Giving Foundation and subject to the terms found at www.hmgf.org/t. You can unsubscribe at any time by texting STOP to 20222; Text HELP to 20222 for help.