

Denim Days in Apri

Written by Parent Child Board of Directors
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Have you been a part of Denim Days at your place of business? Denim Days allows you to break the dress code and wear jeans to your place of business. The only catch is you have to pay a dollar and the money raised will go to a good cause. You're probably wondering what Denim Days is all about. Here is where this concept originated:

Rome- Italy, 1997—A 17- year-old girl is whisked up by her 56-year-old instructor for her very first driving lesson. An hour later- raped and abandoned by him in an alley she has to struggle to find her way back home. Undeterred, she prosecuted him and won. The driving instructor is convicted of rape and sentenced to jail.

Months later, 1998—The perpetrator appeals the sentence. The case makes it all the way to the Italian Supreme Court. Within a matter of days the case against the driving instructor is overturned, dismissed, and the perpetrator released.

So why denim? In a statement released by the Head Judge, he argued, "because the victim wore very, very tight jeans, she had to help him remove them ... and by removing the jeans ... it was no longer rape but consensual sex." Enraged by the verdict, within a matter of hours the women in the Italian Parliament launched into immediate action and protested by wearing JEANS to work. This call to action motivated and emboldened the California Senate and Assembly to do the same, and Denim Days was born.

April is Sexual Assault Awareness month and the Parent-Child Center is asking for you to consider joining us by participating in Denim Days. Denim Days is an outward example of how a community can help change people's perceptions about violence against women, men and children.

This is going on all over the world and any help would be very much appreciated. If you are interested please contact Parent-Child Center at 308-324-2336. Parent-Child Center will provide your business with posters explaining Denim Days, denim covered donation cans, and "Why Denim?" buttons for your employees to wear. All donations will be used to provide services to victims of sexual assault from Dawson and Gosper counties.

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