



FOR IMMEDIATE RELEASE

Rape Crisis Center Announces Denim Day as Part of Sexual Assault Awareness Month

Las Vegas – Blue jeans are worn by millions of Americans every day, but staff members and supporters of The Rape Crisis Center will wear their denim on April 18, 2008 for a special reason – to step forward and take a stand against rape.

“Denim Day is an important opportunity to raise awareness and prevent sexual assault against women,” said Louise “Lu” Torres, executive director for The Rape Crisis Center. “We urge everyone in the community to join us in wearing jeans on Denim Day.”

Wearing jeans during the month of April for Sexual Assault Awareness Month became an international symbol of protest against common attitudes about rape in 1999 when an Italian High Court overturned a rape conviction. The justices reasoned that since the victim wore very tight jeans, the man who was accused of raping her could not have removed her jeans by himself, so the victim must have willingly participated.

Women in the Italian Legislature protested the decision by wearing jeans. As news of the decision spread, so did the protest. In April 1999 the state of California established the first Denim Day in the United States. April 18, 2008 will mark the first Denim Day in Nevada.

The Rape Crisis Center provides crisis intervention, advocacy, support and education to those affected by sexual violence. Advocates are available 24 hours a day, seven days a week to provide support and answer questions. The center also welcomes calls from partners, family members and friends of rape and sexual victims.

For media inquiries, contact Susan Somers, managing partner, FM marketing LLC, at 702-227-8700 or fmmarketing@cox.net. For more information about Denim Day and Sexual Assault Awareness Month events, contact The Rape Crisis Center at 702-385-2153.

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