



Stand. Speak. Empower.

Join Center For Family Services for Denim Day
and play a role in the prevention of sexual violence in our community.
Wear denim on Fridays in April and on April 28th
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 we're not there yet because still—someone in America 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 USA in 1999 in California as a prevention education campaign. Since then, states across the country have joined in this effort. This year, New Jersey hosts its 2nd annual Denim Day on April 28th.

April is Sexual Violence Awareness Month and Center For Family Services is proud to announce Denim Day 2011, a month-long campaign to raise 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 and on April 28th
- Make an online donation in support of Denim Day at centerffs.org or text EMPOWER to 20222 to make your \$5.00 donation
- Attend Denim Day awareness events throughout April
- Wear the Denim Day Stand. Speak. Empower. tshirt as a show of support. Visit centerffs.org to purchase a shirt.

What does the Denim Dollars Campaign support?

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-days 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.