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Ingrid Braun
Sheriff-Coroner

MONO COUNTY SHERIFF'S OFFICE
PRESS RELEASE

Michael Moriarty
Undersheriff

To: All Media Partners
From: Jennifer M. Hansen, Public Information Officer
Date: April 29, 2015
RE: Denim Day 2015

As part of the effort to bring awareness to Sexual Assault prevention and education, the Mono County Sheriff's Office, in partnership with Wild Iris, is asking people to break the dress code and the silence on Wednesday, April 29, 2015 and wear denim to work.

Denim Day is sponsored by Wild Iris and the California Coalition Against Sexual Assault (CALCASA) to enlist public support to dispel harmful attitudes about rape. The Denim Day campaign began in 1999 as part of an international protest of an Italian Supreme Court decision to overturn a rape conviction because the victim was wearing jeans. The Italian Supreme Court dismissed charges against a 45-year old rape suspect because his 18-year old victim was wearing jeans at the time of the attack. The Court stated in its decision that "it is common knowledge ... that jeans cannot even be partly removed without the effective help of the person wearing them ... and it is impossible if the victim is struggling with all her might." The judgment sparked a worldwide outcry from those who understand coercion, threats and violence go along with the act of rape. The unpopular verdict became an international symbol of myth-based injustice for sexual assault victims.

Denim Day is just an outward example of how our communities and fellow business organizations can help change people's perceptions about violence against women, men and children. This Denim Day, we would like our community to participate in the No More Campaign. No More is a public awareness campaign focused on ending domestic violence and sexual assault.

Written and reported by: Jennifer M. Hansen, Public Information Officer