



**CITY OF IRWINDALE  
POLICE DEPARTMENT**

*Ty Henshaw, Chief of Police*

# **MEDIA ADVISORY**

## **FOR IMMEDIATE RELEASE**

### **IRWINDALE POLICE DEPARTMENT TO PARTICIPATE IN “DENIM DAY 2022”**

**WHEN: Wednesday, April 27, 2022 at 4:00 PM / WHERE: Irwindale City Hall**

**Irwindale, California:** On Wednesday, April 27, 2022, the Irwindale Police Department will participate in “Denim Day 2022” in support of Sexual Violence Awareness.

“Denim Day” is a campaign by the organization Peace Over Violence and our police officers will be wearing their denim jeans and polo shirts on patrol - all to show our support for “Denim Day 2022”.

Community members, elected officials, students, local businesses, and members of the media are also invited to join us at 4:00 PM in front of the Irwindale City Hall located at 5050 N. Irwindale Avenue, Irwindale, CA 91706, for our annual walk through Irwindale Park. A representative from “Peace Over Violence” will also be attending our walk.

If you can’t make the walk, our community is also invited participate by wearing their jeans with a purpose on Wednesday and then posting a picture of themselves, their family, or coworkers wearing their denim on their personal or business social media accounts with the hashtag **#DenimDayIrwindale**. We will re-share these posts from our social media sites.

“Denim Day” was originally triggered by a ruling by the Italian Supreme Court where a rape conviction was overturned because the Justices felt that since the victim was wearing tight jeans she must have helped her rapist remove her jeans, thereby implying consent. The following day, the women in the Italian Parliament came to work wearing jeans in solidarity with the victim.

Peace Over Violence developed “Denim Day” in response to this case and the activism surrounding it. Since then, wearing jeans on “Denim Day” has become a symbol of protest against erroneous and destructive attitudes about sexual assault. In this rape prevention education campaign we ask community members, elected officials, businesses and students to make a social statement with their fashion by wearing jeans on this day as a visible means of protest against the misconceptions that surround sexual assault. For more info about Denim Day, please visit their website at [www.denimdayinfo.org](http://www.denimdayinfo.org).

For additional details, please contact Sergeant Rene Sapien by phone at (626) 255-6068 or by email: [rsapien@irwindaleca.gov](mailto:rsapien@irwindaleca.gov).

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On the Web: [irwindalepolice.org](http://irwindalepolice.org)

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