



Administration Department

300 N. Pine Street, Burlington, WI, 53105
(262) 342-1161 – (262) 763-3474 fax
www.burlington-wi.gov

Contact:

Jeannie Hefty

Mayor

Phone: 262.342.1161

Email: mayor@burlington-wi.gov

April 22, 2016

FOR IMMEDIATE RELEASE

BURLINGTON – Mayor Jeannie Hefty has announced the City of Burlington will participate in Denim Day on April 27, 2016. Denim Day is a national campaign that encourages community members, elected officials, businesses and students to make a social statement against the misconceptions that surround sexual assault. On Denim Day, city employees will be encouraged to wear jeans to work in honor of the campaign and Sexual Violence Awareness Month to raise awareness of sexual assault.

According to the U.S. Department of Justice, there are an average of 240,000 victims of rape and sexual assault every year, many of which go unreported. This staggering statistic prompted Mayor Hefty to take a proactive approach to prevent sexual assault and support victims. Join supporters of Denim Day in the City of Burlington and wear jeans that day to take a stand against rape, sexual assault and dating violence—especially among teens.

What is Denim Day?

In the late 1990's, a young woman in Italy was sexually assaulted by a much older man. The assailant was convicted and sentenced to jail. After appealing the sentence, the case made its way to the Italian Supreme Court in which it was overturned on the grounds that because the victim's jeans were tight, that she must have helped her assailant remove them, implying consent. In protest, women in the Italian Parliament wore jeans to work. News of this spread like wildfire nationwide, and Denim Day was born.

*** END ***