Survivors, Advocates, and Allies Gather to Celebrate Denim Day 2012

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Madison, WI | April 11, 2012 – “Ask Me Why I’m Wearing Jeans” declares a sticker on the side of a pair of jeans – one of two dozen adorning the office walls at the Wisconsin Coalition Against Sexual Assault (WCASA). The jeans are decorated with paint, pen, glitter, and patches, with messages declaring the resilience, strength, and hope of survivors of sexual violence.

The jeans, a project called The Traveling Pants, are on hand as the agency prepares to mark the second annual statewide observance of the national and international event known as Denim Day, on Wednesday, April 25, 2012.

“It all points back to a case in Italy in the late 1990’s,” explained Pennie Meyers, Interim Executive Director for WCASA. “The Italian Supreme Court overturned a rape conviction believing that since the victim wore jeans so tight the perpetrator could not have gotten them off without her assistance, in their opinion it was consensual sex. It might sound outrageous, yet in Italy, and all over the world, women and men who are victims of sexual assault continue to be disbelieved and accused of causing the assault due to their behavior – or fashion sense.”

On April 25th, The Traveling Pants will be on display in the Capitol when WCASA, their partners, and members of the community gather in the Senate Parlor Room at 11:00 a.m. to mark the occasion. “There are events across the state, and we also ask Wisconsin companies to support their workers in choosing denim for this one day as a visible sign of their commitment to ending violence,” said Ms. Meyers.

More information can be found at http://www.wcasa.org/pages/Events-SAAM-DenimDay.php.

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