



For Immediate Release:

Gwinnett Sexual Assault & Children's Advocacy Center Announces Denim Day as Part of Sexual Assault Awareness Month

University of Georgia – Gwinnett Campus and GSAC-CAC partner to take a stand against sexual violence.

Gwinnett, GA--Blue jeans are worn by millions of Americans every day, but staff members of Gwinnett Sexual Assault and Children's Advocacy Center (GSAC-CAC) and students at University of Georgia's Gwinnett Campus will wear their denim on April 22, 2010 for a special reason-to step forward and take a stand against sexual violence.

"Denim Day is an important opportunity to raise awareness and prevent sexual assault against women," said Ann Burdges, Executive Director for Gwinnett Sexual Assault Center. "We urge everyone in the community to join us in wearing jeans on Denim Day."

April 12th through April 23rd, University of Georgia Gwinnett Campus will be featuring a jean square display in their main entrance. The display is comprised of jean squares created by individuals of all ages who have been affected by sexual assault and/or abuse in either a direct or indirect manner. Each square tells a small portion of each person's story.

Denim Day was started in 1999 to protest an Italian High Court ruling that overturned a rape conviction because the victim was wearing tight jeans. Outraged by the verdict, women in the Italian Legislature protested the decision by wearing jeans. As news of the court's decision spread, so did the protest. Today, Denim Day and the "Jeans for Justice" campaign are celebrated worldwide.

www.jeans4justice.org

The Gwinnett Sexual Assault Center was created twenty-three years ago to assist victims of sexual assault as they searched for healing and justice. Today, GSAC-CAC is a full-service facility where forensic medical exams, interviews and advocacy take place in a caring and safe environment. The Gwinnett Children's Advocacy Center was created within GSAC-CAC to improve the community's response to child abuse. Since 1995, the Gwinnett Children's Advocacy Center has assisted hundreds of children, youths, and their families victimized by sexual abuse. Advocates are available 24 hours a day, seven days a week to provide crisis intervention, support, information and referrals.

For media inquires, contact Teresa Raetz, Director of Student Affairs for Extended Campuses, UGA Gwinnett Campus, at 678-985-6767. To sponsor a Jeans for Justice event at your office or workplace, contact Amy Hutsell Kiefer, GSAC-CAC Assistant Director at 770-497-9122 / www.gsac-cac.org.