

S A A M 2009

D e n i m D a y

Denim Day California: April 22, 2009



CALCASA encourages all centers across California to sponsor Denim Day in your community on this date, as we all join together to increase awareness about sexual assault. For example, centers in California already have organized Denim Day L.A., Denim Day Hemet, Denim Day East Kern County, and Denim Day Nevada County among others. Let's have a Denim Day in every area of California!

In the document, *Denim Day Materials*, you will find tools to help you prepare for your local Denim Day activities. Included are the following:

- Sample Flyer to advertise Denim Day and your center's event
- Sample Letter to the Community (i.e. local agencies and businesses)
- Sample Letter to the Mayor regarding Proclamation
- Sample Letter to County Supervisor regarding Proclamation
- Sample Proclamation
- Denim Day California Resolution

Please remember to personalize these materials with your agency's information and educate yourself on the meaning behind Denim Day. You may also want to develop posters from the flyers to post in your community to generate more publicity for the event. A special thanks to the Center Against Sexual Assault of Riverside County for developing these materials and sharing them with the field and to LACAAW for helping to develop Denim Day in California.