TAKE A STAND! Wear jeans on Denim Day to protest sexual assault myths and stereotypes.

Show your denim using #DenimDayUCR on Twitter, Facebook and Instagram spread the word.

Stop by the Women’s Resource Center table at the Bell Tower from 11 a.m.–2 p.m. to get a free Denim Day button and learn about sexual assault resources.

Students, faculty, staff and student organizations are invited to take part.

THE DENIM DAY CAMPAIGN WAS TRIGGERED BY A 1998 ITALIAN SUPREME COURT RULING. A rape conviction was overturned because the justices felt that since the 18-year-old victim was wearing tight jeans, she must have helped her rapist remove her jeans, thereby implying consent.

2017 National DENIM DAY April 26