



**eliminating racism  
empowering women**  
**ywca**  
bergen county  
"y the w makes a difference"

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**YWCA Rape Crisis Center Sponsors "Denim Day in NJ 2010"**

**Bergen County**—On April 28, 2010, the YWCA of Bergen County Rape Crisis Center will sponsor "Denim Day in NJ 2010". This is the third annual "Denim Day in NJ" to be observed in Bergen County and the first year that Denim Day will be celebrated officially throughout the state of New Jersey. This day-long observance is dedicated to raising awareness about consent and the prevention of sexual violence.

New Jersey's efforts to adopt Denim Day as an official statewide observance were spearheaded by the YWCA Rape Crisis Center, which will host a presentation to recognize the legislators, community members and supporters who helped make it a reality. The public is invited to attend this event on April 28 from 11:00 a.m. to 12:00 p.m. on the steps of the Bergen County Justice Center, 10 Main Street, Hackensack.

Denim Day in NJ was launched by the Rape Crisis Center in April 2008. Wearing jeans in April has been an international symbol of protest of harmful attitudes about rape since 1997, when an Italian Supreme Court decision overturned a rape conviction because the victim wore tight jeans. After the decision, women in the Italian Parliament protested by wearing jeans to work. This April marks the 11th year Denim Day has been observed in the U.S.

The Rape Crisis Center will focus its Denim Day efforts on partnering with Bergen County high schools to educate students about the issues of consent and healthy relationships as well as the prevention of sexual violence. The community is also invited to make donations through the Dollars for Denim campaign and "wear jeans with a purpose" to show their support. Proceeds support the center's vital advocacy services for those impacted by sexual assault, including the county's only 24/7 rape crisis hotline. For more information or to make a donation, visit [www.ywcabergencounty.org](http://www.ywcabergencounty.org) or call 201-487-2227.

**About the YWCA of Bergen County Rape Crisis Center**

The YWCA of Bergen County Rape Crisis Center provides a free and confidential 24-hour hotline (201-487-2227) to survivors of sexual abuse/assault, their family and friends. It is a safe and welcoming place for all survivors, and support is available to anyone who has experienced sexual abuse, assault or harassment—whether it happened hours or years ago. The Center is a program of the YWCA of Bergen County and supported through grants from the NJ Department of Community Affairs (Division on Women), NJ Division of Criminal Justice, Bergen County Department of Human Services and the United Way.

**About the YWCA of Bergen County**

The YWCA of Bergen County ([www.ywcabergencounty.org](http://www.ywcabergencounty.org)) is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all. We are the area's largest provider of child care services, a recognized leader in health and fitness programs, and operator of the county's only Rape Crisis Center. Celebrating nearly a century of commitment to our community, today we improve the lives of thousands of women, girls, and their families.

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