



**\*\*MEDIA ADVISORY – APRIL 22\*\***

**LEGISLATORS JOIN ADVOCATES TO SIGN THE PLEDGE TO END  
SEXUAL VIOLENCE**

**Who:** Executives from the California Coalition Against Sexual Assault (CALCASA)  
California Legislators

**What:** During the month of April, more than 100,000 Californians in partnership with 84 Rape Crisis Centers and Prevention Programs, will stand up and speak out against sexual violence.

CALCASA and other supporters of the movement to end sexual violence are coming together to celebrate Denim Day California (April 22th), a day that started in 1999 as part of an international protest of an Italian Supreme Court decision to overturn a rape conviction because the victim was wearing jeans. This California tradition is a statewide event. CALCASA is proud to host the California State Legislature, along with other state leaders, at this year's Denim Day.

A Denim Day California Pledge Signing will begin at 10:00AM and include a scheduled speech by CALCASA's Executive Director, Suzanne Brown-McBride. Interview opportunities will follow with legislators, victim advocates and participants.

**When/** Wednesday April 22, 2009, 10:00AM-11:00AM  
**Where** West Steps of the State Capitol

- Interviews**
- Supporters of Denim Day California will be wearing jeans
  - More than 30 Legislators and State Leaders will be "breaking the dress code" to show their support for the movement
- and**
- Legislators will pose for individual photos during the pledge signing
- Visuals:**
- Participants available for interviews following event

**To Attend and Receive More Information, Contact:**

**Robert Coombs**

916.446.2520 x325 (work), 916.743.6069 (mobile)

[robert@calcasa.org](mailto:robert@calcasa.org)

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