



California Coalition Against Sexual Assault
1215 K Street, Suite 1850
Sacramento, CA 95814
CALCASA.org

California Partnership to End Domestic Violence
1107 9th Street, Suite 910
Sacramento, CA 95814
CPEDV.org

MEDIA ADVISORY

April 19, 2019

FOR PLANNING PURPOSES

EVENT DATE: Wednesday, April 24, 2019

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The California Partnership to End Domestic Violence and the California Coalition Against Sexual Assault observe Denim Day and host Rally for \$50 Million in Ongoing Funding to Prevent Sexual and Domestic Violence

What: Over 100 legislators, survivors, and victim-advocates will convene at the Capitol, to rally against sexual and domestic violence and urging action to dedicate \$50 million in ongoing state funding for necessary prevention efforts. Speakers will discuss the prevalence and impacts of both forms of violence in California, as well as explain how proactive strategies create safer communities and lead to broad social change.

Speakers include:

- Sandra Henriquez, Chief Executive Officer, CALCASA
- Janine Williams, Sexual Assault Unit Chief, California Office of Emergency Services
- Mily Trevino-Sauceda, Alianza Nacional de Campesinas
- Veronica Lagunas, SEIU-USWW
- Marcella Maggio, Survivor, Educator, Speaker of ACEs
- Senator Jim Beall
- Assemblymember Blanca Rubio
- Senator Susan Rubio
- Senator Connie Leyva
- Antonio Villaraigosa, Former Assembly Speaker and Mayor of Los Angeles representing Peace Over Violence LA

When: Wednesday April 24, 2019 _10:00 AM -11:00 a.m.



Where: California State Capitol, East Lawn 1315 10th St, Sacramento, California 95814

Why: **Denim Day:** For the past 20 years, Denim Day has been recognized at the California State Capitol on a Wednesday in April in honor of Sexual Assault Awareness Month. The campaign began after a ruling by the Italian Supreme Court, where a rape conviction was overturned because the justices felt that since the victim was wearing “tight jeans”, she must have helped the person who raped her remove them, thereby implying consent. The following day, the women in the Italian Parliament came to work wearing jeans in solidarity with the victim. Since then, wearing jeans on Denim Day has become a symbol of protest against erroneous and destructive attitudes about sexual harassment, abuse, assault and rape for millions of participants around the world, and the annual rally at the Capitol hosted by the California Coalition Against Sexual Assault is one of Denim Day’s most visible events.

#PreventionWorks Campaign: Sexual and domestic violence incur significant costs and consequences to survivors, communities, and governments: Sexual violence costs the state of California [\\$140 billion](#), and the lifetime burden of domestic violence in California is nearly [\\$4 billion](#) in 2014 US dollars. A growing body of study has shown that prevention strategies have a demonstrated impact on attitudes that cause abusive behavior. This includes, but is not limited to:

- Teaching safe, healthy relationship skills earlier in life
- Creating protective environments by improving school climate and safety, improving the physical and social environments of neighborhoods, organizational policies and workplace climate

In spite of the effectiveness of these strategies, the state budget has



only made small allocations toward these approaches—in 2018, \$5 million in one-time funding to prevent domestic violence and zero funding toward sexual violence prevention. The Partnership and CALCASA are working to increase resources available to communities, so they can deepen and expand proactive work that addresses root causes of sexual and domestic violence. Learn more about the request for \$50 million in ongoing prevention funding at <http://www.calcasa.org/preventionworks/>.

Photo
Opportunities:

- Over 150 in attendance
- People holding signs and wearing denim to commemorate Denim Day
- People adding signatures to a poster in support of a \$50 million state budget request
- Interview opportunities with legislators and leaders in the movement to end sexual and domestic violence