



**COLLECTIVE VOICE.
COLLECTIVE ACTION.
COLLECTIVE POWER.**



SEXUAL ASSAULT AWARENESS MONTH

2024

MEDIA TOOLKIT

VALORUS >

Advancing Equity. Ending Sexual Violence.®

Introduction

When we signed up for this work, we answered the call to fearlessly work towards a world free from sexual violence. This Sexual Assault Awareness Month (SAAM), VALOR invites you to join our call to center our theme, "Collective Voice. Collective Action. Collective Power."

COLLECTIVE VOICE - we are harnessing the courage of survivors and uplifting their voices.

COLLECTIVE ACTION - we are stronger together, and together we can act to influence change.

COLLECTIVE POWER - we are a powerful movement that advances equity and advocates to end sexual violence.

Join us this SAAM to embody our shared theme by using the graphics found in this media toolkit to harness your collective voice, collective action, collective power. For more information about VALOR visit our [website](#) or social media pages.

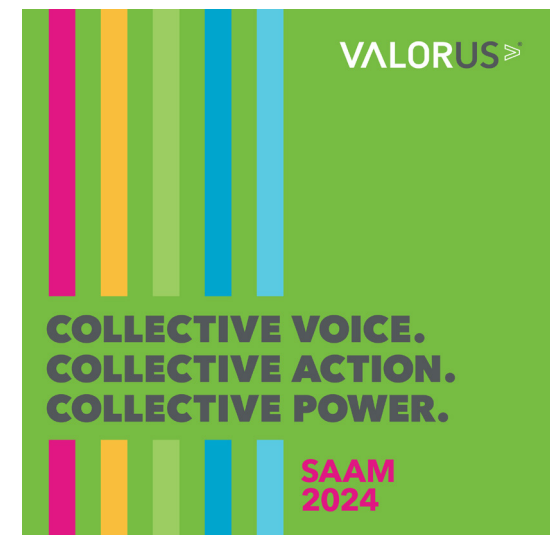
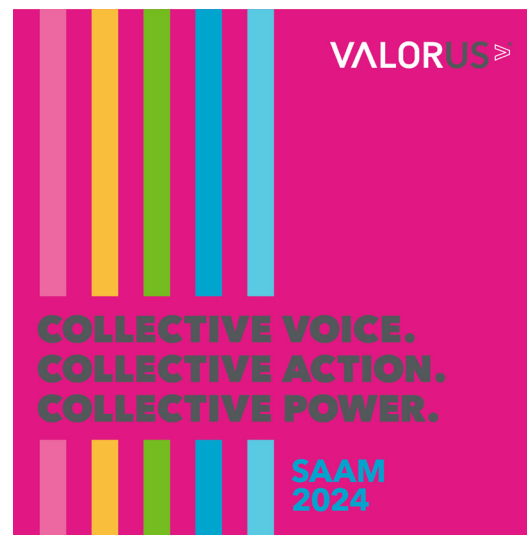
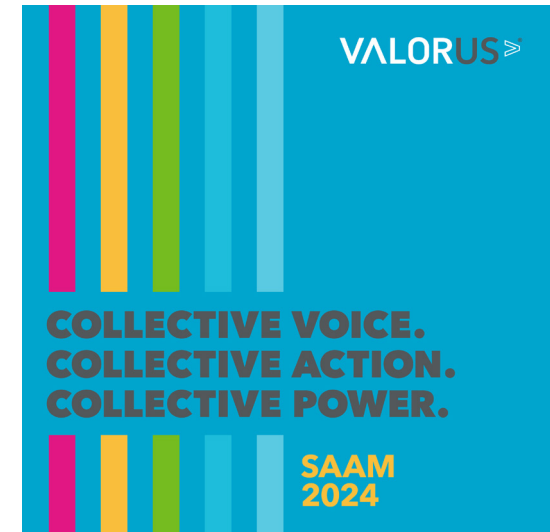


SAAM Graphics

On **Tuesday, April 9th**, join us by uplifting our Collective Voices and post a graphic from this toolkit or your own photo of what it looks like to use our collective voice to prevent and end sexual assault. Make sure to tag VALOR so we can reshare your post!

HASHTAGS:

- #SAAM2024
- #CollectiveVoice
- #CollectiveAction
- #CollectivePower



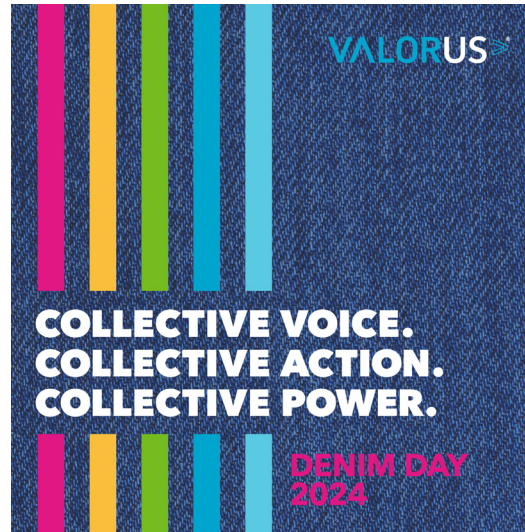
Denim Day Graphics

Denim Day is Wednesday, April 24, 2024. Denim Day commemorates the day women in the Italian Parliament came to work wearing jeans in solidarity with a survivor after the Italian Supreme Court overturned a rape conviction because the justices believed that because the survivor's jeans were tight, she must have helped remove them, therefore implying consent.

Download VALOR's graphics and wear denim on April 24th. If you are in Sacramento, join VALOR for our Denim Day rally at the California Capitol!

HASHTAGS:

- #DenimDay2024
- #SAAM2024
- #CollectiveVoice
- #CollectiveAction
- #CollectivePower



Zoom Backgrounds

Make **Collective Voice. Collective Action. Collective Power.** a presence on all your Zoom calls this month! Download our Zoom backgrounds to add color and a powerful message to all of your meetings.



This project/publication was supported by funding awarded by Victim of Crimes Act (VOCA) Victim Assistance Formula Grant Program and the Services *Training*Officers* Prosecutors (STOP) Violence Against Women Formula Grant Program (TE23261578) through the California Governor's Office of Emergency Services (Cal OES). The opinions, findings, and conclusions in this publication are those of the author and not necessarily those of Cal OES. Cal OES reserves a royalty-free, nonexclusive, and irrevocable license to reproduce, publish, and use these materials and to authorize others to do so.

ValorUS® (VALOR) is a California-based, national anti-sexual violence organization and California's sexual assault coalition. Since our founding in 1980, we have continued to build dynamic relationships across a diverse range of communities, institutions and systems, and mobilize our network of survivors and advocates to influence change. Through leadership, prevention, and advocacy, we are fearlessly pursuing a world free from violence where the dignity of every person is valued and respected.