For the past 21 years, California Rape Crisis Centers continues to support in the Denim Day campaign on a Wednesday in April in honor of Sexual Violence Awareness Month. The campaign was originally triggered by 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 her rapist remove her jeans, thereby implying consent. Since then, wearing jeans on Denim Day has become a symbol of protest against erroneous and destructive attitudes about sexual assault. In this rape prevention education campaign we ask community members, elected officials, businesses and students to make a social statement with their fashion by wearing jeans on this day as a visible means of protest against the misconceptions that surround sexual assault.