



Proclamation

OFFICE OF THE
MAYOR
CITY OF SAN LUIS

DENIM DAY
April 23, 2025

WHEREAS, since 1999, Peace Over Violence has run an inspiring and powerful opportunity to practice solidarity and support survivors by renewing our commitment to exposing harmful behaviors and attitudes surrounding sexual violence; and

WHEREAS, Denim Day is a campaign on a Wednesday in April in honor of Sexual Assault Awareness Month; and

WHEREAS, what started as a local campaign to bring awareness to victim blaming and destructive myths that surround sexual violence has grown into a movement; and

WHEREAS, 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 her jeans, thereby implying consent; and

WHEREAS, as the longest running sexual violence prevention and education campaign in history, Denim Day asks community members, elected officials, businesses and students to make a social statement with their fashion statement by wearing jeans on this day as a visible means of protest against the misconceptions that surround sexual violence.

NOW, THEREFORE, BE IT RESOLVED, that I, Nieves Riedel, Mayor of the City of San Luis, do hereby proclaim April 23, 2025, as "**Denim Day**" and I further call upon the citizens of San Luis to show their support in ending sexual violence through the efforts of all of us.

DATED this 9th day of April 2025.

Nieves Riedel, Mayor

ATTEST:

Sonia Cornelio, City Clerk