



DENIM DAY

2026

action kit





Wear Jeans With a Purpose



Around the globe, individuals and organizations will recognize Wednesday, April 29, 2026, as Denim Day.

On this day, supporting businesses and organizations are taking the opportunity to wear jeans to raise awareness about the issue of sexual assault in our communities and donate money to support sexual assault services.



Denim Day grew out of a 1998 Italian Supreme Court decision that overturned a rape conviction because the victim wore tight jeans.

Peace Over Violence, a nonprofit organization in Los Angeles, organized the country's first Denim Day event in 1999. Since that time, Denim Day has grown into a national movement with millions of individuals participating each year.

More About Denim Day → www.denimday.org

Video: [What is Denim Day?](#) - New Milford Youth Agency Media



**Will you join us on April 29th
and stand with survivors?**

Ready to join us?



It's simple! Here are 4 steps to hosting a successful Denim Day:

1

Register online and tell us you are participating. Scan or click [here](#) to register your business or team →



2

Allow and encourage your team members to wear jeans on April 29th in exchange for a \$2-\$5 donation to STAR.

3

On April 29th, wear jeans, collect donations, and snap a pic of your team wearing denim to support STAR. Email photos to info@star.ngo and post them on your social media pages tagging [@STARadvocates](#).

4

Send in your donation to STAR within one week. You can mail a check to one of our addresses below, drop off your donation to our office, or donate online at <https://star.ngo/donate/>.

Capital Area Branch
5311 Dijon Drive
Baton Rouge, LA 70808
P: (225) 615-7093
F: (225) 615-7236

Greater New Orleans Branch
123 N. Genois Street
New Orleans, LA 70119
P: (504) 407-0711
F: (504) 509-6368

Central Louisiana Branch
1403 Metro Drive, Bldg. F
Alexandria, LA 71301
P: (318) 625-7592
F: (318) 625-7593

We Need Your Support!

Help us carry out our mission to support survivors of sexual trauma, improve systems response, and create social change.

Dear Community Partner,

We invite you to participate in STAR's Denim Day campaign on April 29, 2026, to support survivors of sexual trauma in our community. Encourage your employees to wear jeans in exchange for a suggested donation between \$2-\$5 to support our mission.

STAR's mission is to support survivors of sexual trauma, improve systems response, and create social change to end sexual violence. STAR provides free and confidential advocacy, counseling, and legal services to individuals and families affected by sexual trauma, as well as education to youth and adults to prevent sexual violence in our community.

Participating in Denim Day is simple! Here are five easy steps:

1. Allow your employees to wear jeans on April 29, 2026.
2. Share our Denim Day packet with all your employees via email.
3. Collect \$2-\$5 (or more) from each participant and track donations using the attached form.
4. Capture photos of your staff in jeans and share them on social media by tagging us at @STARAdvocates and email them to info@star.ngo to be featured in our monthly newsletter.
5. Secure all donations in an envelope and arrange for pickup by contacting our office, send donations through Venmo, or make a secure donation online at www.star.ngo/donate.

If your company already permits casual attire or if jeans don't align with your policy, please consider making a direct donation to support STAR's vital work.

Thank you for joining us in our Denim Day Campaign to create a healthier, safer community free from oppression and sexual trauma.

Warm regards,



Morgan Lamandre, Esq.
President & CEO

VENMO:
@STARADVOCATES

