



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.



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

Denim Day Discussion Guide

(FOR TEACHERS)

The More You Know

Denim day serves as an opportunity to encourage dialogue and educate the younger generations about consent, respect, and boundaries. Through activities and discussions, we can empower kids and teens to stand against victim-blaming and help dismantle the stigma and myths surrounding sexual violence.



Boundaries are rules that we put in place to keep ourselves emotionally or physically safe.

Consent is a clear, voluntary, enthusiastic, informed, and ongoing "yes". It must be freely given, can be revoked anytime, and isn't implied by silence, clothing, or past actions.

Victim-Blaming is someone saying, implying, or treating a person who has experienced harm like it was a result of something they did or said, instead of placing the responsibility where it belongs: on the person who harmed them.

Handling the Convo

Establishing a safe space begins with ground rules.

Ask the students what they need to feel safe to participate in the discussion. Write their rules on the board. One we suggest is: "What's shared here, stays here." (And if you hear about it outside of the classroom, you'll know where it came from!)

For privacy and potential mandatory reporting, explain that the discussion cannot include personal cases of sexual assault or the names/identifying info of other students who were assaulted or perpetrated.

Extra Resources for You

Further your knowledge of Denim Day and sexual violence by checking out the websites below. You can also find free, downloadable resources for kids and teens, including our comprehensive Teen Safety Planning Guide.

- **More About Denim Day** → www.denimday.org
- **National Sexual Violence Resource Center** → www.nsvrc.org
- **STARtHere (Our resource hub for kids & teens)** → www.starthere.star.ngo



Denim Day Discussion

(FOR THE CLASSROOM)



Where to START?

Preview the videos before showing your class. Links are in blue.

After showing each video pause and ask the follow up question. You can use icebreakers to start the discussion. For example, ask what parts of the video stood out or which parts made them think.

1. WHAT IS DENIM DAY? - NEW MILFORD YOUTH AGENCY MEDIA

Question: What do you think about "The Jeans Alibi" and why doesn't it align with what consent is?

2. JAMES IS DEAD (VICTIM BLAMING)

Question: In what other situations could someone be victim-blamed?

Real Talk

3. AUDI 2013 BIG GAME COMMERCIAL: PROM (CONSENT)

Questions:

1. How did the guy, girl, and bystanders react? Any differences?
2. Were there any consensual cues leading up to the kiss?
3. Could the girl potentially face victim-blaming?
4. What potential things could people say about each of them after prom?
5. How would you respond overhearing someone victim-blaming the girl?

Note any questions that come up during the discussion that you would like to get answers from the school or experts. In some cases, STAR can help you find those answers. Reach out to us at our hotline: 855.435.STAR (7827).



TIP: If you lead with consent and it's definition, it's harder to have the wrong response.



Extra Resources for Students

You can conclude the discussion by encouraging them to keep these convos going with their friends because it helps makes their schools and communities safer. Let them know resources available to them if they are experiencing relationship issues or sexual abuse.

- **Love is Respect (24/7 Relationship Help)** → www.loveisrespect.org or Text 'LOVEIS' to 22522
- **STARtHere (Free resources, FAQ, & local testing centers)** → www.starthere.star.ngo
- **STAR's 24/7 hotline** → 855-435-STAR (7827)



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

