



# DENIM DAY

**STEP FORWARD**

TAKE A STAND AGAINST RAPE

## Denim Day Pin Description

**Denim Day pin description:** 1" offset printed lapel pin, stainless steel base metal, art printed to edge, epoxy dome, and butterfly clutch. Each pin mounted on a 3" x 5" printed card, directly over image of pin in upper left-hand corner of front side of card. Card & pin poly-bagged.

Pin cards may be personalized with your contact information here

Pin mounted over image of pin here

**STEP FORWARD**  
TAKE A STAND  
AGAINST RAPE

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**DENIM DAY LOGO PIN**  
The **circle** has been a symbol of *protection and healing* throughout history.  
The **forward movement** of the jeans symbolizes how important it is for a survivor of rape to leave the pain and violence behind and move forward gaining *power and strength*.  
The **mandala** or shading within the circle is associated with healing. By placing the pain in a circular design and then destroying the design, one can destroy the pain. The color **blue** is associated with *wisdom and peace*. The color **red** symbolizes the unwanted pain brought into the victim's life. The color **violet** is associated with enduring undesirable situations with *inner strength*.

Pin designed by Maureen Simones, University of Missouri  
Textile and Apparel Management student.

MISSOURI DEPARTMENT OF HEALTH AND SENIOR SERVICES  
OFFICE ON WOMEN'S HEALTH  
P.O. Box 570  
JEFFERSON CITY, MO 65102-0570  
(573) 526-0445  
WOMENHEALTH@DHSS.MO.GOV

**DENIM DAY HISTORY**  
In 1992 an 18-year-old in Italy was picked up by her driving instructor to begin a driving lesson. Soon after, she was raped on the side of the road by the instructor. She pressed charges and won her case. The instructor appealed, and the case went to the Italian High Court.  
In 1999 the court overturned the conviction with a member of the High Court declaring that since the victim wore very tight jeans, the instructor could not have removed them himself, therefore the victim must have willingly participated.  
Women of the Italian legislature protested the decision by wearing jeans. As news of the decision spread, so did the protest. In April 1999 the state of California established the first Denim Day in the United States.

**SHOW YOUR SUPPORT FOR THIS CAUSE  
BY WEARING THE DENIM DAY PIN!**

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