

Mayor Barrett: Announces sexual assault awareness campaign

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Display of jeans will line Wisconsin Avenue to raise awareness for sexual assault, call for support on Denim Day

MILWAUKEE – Mayor Tom Barrett is calling for communitywide attention to a new effort that is raising awareness for sexual assault and supporting survivors. During the month of April, which marks Sexual Assault Awareness Month, jeans will hang from the light poles along Wisconsin Avenue between North Old World Third Street and North Prospect Avenue as part of a month-long campaign to support survivors of sexual assault.

The effort is part of Denim Day, an international awareness campaign focused on preventing sexual assault and supporting survivors. On April 26, 2017, Milwaukee will mark its sixth annual Denim Day. However, in 2017 local efforts will include the month-long denim display on Wisconsin Avenue as well as awareness activities and events scheduled throughout the week of April 24-28.

“Every person in our community has the power to end sexual violence,” Mayor Barrett said. “During Sexual Assault Awareness Month I ask every individual, employer, and organization to ask themselves what they can do to end sexual violence and to pledge to support Denim Day Milwaukee.”

On Denim Day, employers are encouraged to allow employees to wear denim, and individuals are asked to pledge their support online at denimdaymke.org and through the Denim Day Milwaukee Facebook page.

The Denim Day effort is coordinated by the Office of Mayor Tom Barrett, the City of Milwaukee Health Department, Milwaukee Commission on Domestic Violence and Sexual Assault, United Way of Greater Milwaukee & Waukesha County and more than 20 partner organizations.

Learn more about getting involved at denimdaymke.org.

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