



FOR IMMEDIATE RELEASE

Contact:

Lindsey Boyer T: 435-705-4625

E: communications@svsutah.org

SVS invites the community to join in [Denim Day](#) to support survivors

UTAH— April 29, 2026 – In recognition of Sexual Assault Awareness Month, SVS is inviting community members to participate in [Denim Day](#) by wearing denim and standing in solidarity with survivors of sexual violence.

Denim Day began as a global movement following a 1990s court ruling in Italy that overturned a rape conviction, citing the survivor's tight jeans as a factor implying consent. The decision sparked international outrage, leading advocates to wear denim to bring awareness against harmful myths surrounding sexual assault. Today, Denim Day serves as a powerful reminder that clothing is never an invitation for harm.

SVS, a provider of services for individuals impacted by domestic violence and sexual assault, is encouraging individuals, businesses, and community groups to take part by wearing denim on April 29 and sharing their participation on social media. Participants are asked to tag SVS to help raise awareness for sexual assault and challenge harmful misconceptions.

“Denim Day is about challenging the misconceptions that continue to surround sexual violence and showing survivors that they are supported,” said Lindsey Boyer, executive director of SVS. “It’s a simple action that can spark meaningful conversations and help shift the culture toward accountability and respect.”

Sexual Assault Awareness Month is observed each April to increase public understanding of sexual violence, elevate survivor voices, and promote prevention efforts.

SVS provides confidential services, including advocacy, shelter, crisis support, and education programs to individuals and families impacted by violence. Community engagement, including campaigns like Denim Day, plays a vital role in fostering safer, more informed communities.

###

SVS is a 501(c)(3) non-profit organization that has served the local community since 1998. SVS is a survivor-centered organization where individuals impacted by domestic abuse and sexual violence can realize their strength, courage, and resilience while on their path to an empowered future. For more information, please visit our website at www.svsutah.org.

Facebook: [@SVS](#) | **Instagram:** [@svs.utah](#) | **LinkedIn:** [@SVS: Supporting Voices of Survivors](#)

