

FOR IMMEDIATE RELEASE (04/21/2025):

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*****MEDIA ADVISORY*****

APRIL 30: NEW YORK CITY HOSTS DENIM DAY MARCH

*City joins global Denim Day march to stand with survivors
of sexual violence and promote a culture of consent*

WHEN: APRIL 30, 2025

- 9:00 a.m. – Kick-Off Event at Brooklyn Borough Hall (209 Joralemon St.)
- 11:30 a.m. – March across the Brooklyn Bridge
- 12:30 p.m. – Rally at Foley Square (Centre St. & Worth St., Manhattan)

WHY: Denim Day began in 1999 after a shocking court ruling in Italy overturned a sexual assault conviction. The judge argued the survivor must have consented because her jeans were too tight to have been removed without her help. Members of the Italian Parliament wore jeans in protest, sparking a global movement. The NYC Mayor's Office to End Domestic and Gender-Based Violence (ENDGBV) is a member of the Denim Day NYC Coalition, a collaboration between city agencies, community-based organizations, elected officials, advocates and survivors. Find more information at denimdayny.org.

FEATURING:

Remarks by Commissioner Saloni Sethi

Mayor's Office to End Domestic and Gender-Based Violence (ENDGBV)

Performance by Liberty Middle School's Step Team

And more...

VISUALS:

- A sea of diverse, denim-clad New Yorkers marching across Brooklyn Bridge
- Speakers and survivors sharing powerful stories
- Creative and colorful signs and banners with themes of unity

SOCIAL MEDIA:

This year's theme is #commUNITYsafety—a reminder that creating safe, respectful communities is a shared responsibility. Together, we can eliminate harmful myths that perpetuate sexual violence and build a culture of consent.