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NEW YORK CITY UNITES TO COMMEMORATE DENIM DAY, PROMOTE A CULTURE OF CONSENT AND STAND AGAINST SEXUAL VIOLENCE

CITY AGENCY HEADS TAKE PHOTOS WEARING “CONSENT CAPE” IN UNPRECEDENTED SHOW OF SUPPORT TO RAISE AWARENESS

STATEMENTS FROM DEPUTY MAYOR MILES-GUSTAVE, COMMISSIONER SETHI, NYPD SVU DIRECTOR BAER, COMMISSIONERS OF ACS, DCS, CCHR AND MORE

New York, NY – Wearing denim in New York City today is more than just a fashion statement, it's a powerful call to action. We proudly join communities around the world to promote a culture of consent, support survivors and stand against sexual violence.

Hundreds of New Yorkers today gathered at Brooklyn Borough Hall, marched across the Brooklyn Bridge and rallied at Manhattan's Foley Square to promote a culture of #commUNITYsafety—this year's theme. As New Yorkers, we all have a role to play to free our communities of sexual violence and keep NYC the safest big city in America.

[>>CLICK HERE FOR PICTURES AND VIDEO FROM DENIM DAY<<](#)

Denim Day began in 1999 after a shocking court decision in Italy that overturned a sexual assault conviction. The judge argued the survivor must have consented to her assault 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.

“Denim Day is a yearly reminder that we must uplift survivors and stand up to harmful norms and myths that perpetuate and excuse sexual violence,” said **Deputy Mayor for Health and Human Services Suzanne Miles-Gustave**. “I’m proud to support Denim Day today, stand in solidarity with survivors of sexual violence, and show our commitment to building a city and a world free of sexual violence.”

“Wearing denim today is a visible statement that what someone wears is never an invitation or excuse for violence,” said **Saloni Sethi, Commissioner of the Mayor's Office to End Domestic and Gender-Based Violence (ENDGBV)**. “We thank New

Yorkers and our fellow city agencies for joining us in standing up against victim-blaming and the dangerous myths and shame that surround sexual violence. Let's continue working together to build a city where survivors and their communities feel safe."

"Wearing denim today is about rejecting the idea that anyone ever invites violence or bears responsibility for surviving it," said **Kathleen Baer, Director of the NYPD's Special Victims Unit**. "The NYPD remains focused on this issue every day: supporting survivors, thoroughly investigating sexual violence, and holding offenders accountable. We're proud to join our city partners in promoting a culture of consent and doing the work to prevent harm through strong enforcement, public education, and continued outreach."

In an unprecedented show of support, several of New York's top officials united to promote a culture of consent by wearing the Consent Cape, designed by Celestino Couture and emblazoned with messages of bodily autonomy, affirmation, and empowerment. It's not too late for you to join in, too. Post a picture of yourself wearing denim with the hashtag #commUNITYsafety and tag us @nycendgbv.

[>>CLICK HERE FOR PICTURES OF AGENCY HEADS WEARING DENIM CAPE<<](#)

"I'm proud to come together with our New York City community to spread awareness, promote prevention, and honor survivors of sexual assault, harassment, and abuse," said **Jess Dannhauser, ACS Commissioner**. "I wear denim to stand in solidarity with survivors and promote a culture of consent as the Administration for Children's Services continues to fulfill our mission of keeping children safe and families supported."

"I am proud to wear denim today to show my support for survivors of sexual and gender-based violence, uplift their voices, and challenge the pernicious norms and myths that continue to contribute to the perpetuation of sexual violence," said **Molly Park, Commissioner of the Department of Social Services**. "This is the time for all New Yorkers to stand together and prioritize #commUNITYsafety so we can put an end to the scourge of sexual violence."

"Denim Day is a reminder that true safety is built on equality, justice, and dignity for everyone," said **Annabel Palma, Chair and Commissioner of the New York City Human Rights Commission**. "I proudly wear denim today as a symbol of my commitment to creating a community where every New Yorker is protected and valued."

"I'm incredibly grateful to participate in Denim Day on behalf of the Mayor's Office of Risk Management and Compliance and support ENDGBV's work raising awareness this April," said **Jean-Claude LeBec, Director of the Mayor's Office of Risk Management and Compliance**. "It is critical that we all come together to confront sexual violence and promote a future of respect, safety, and wellness in our communities."

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

ENDGBV supports survivors of domestic and gender-based violence by developing and delivering accessible and inclusive services to survivors, their families, and communities through collaboration with government agencies, community partners, survivors, and philanthropy. We strive to ensure that the City's services and resources reduce barriers, address gaps in service, and create new pathways to safety through program development, legislative and policy advocacy, research, training, community-based initiatives and engagement, and operation of the five New York City Family Justice Centers that service more than 2,300 clients per month.