



OFFICE OF THE MAYOR
PROCLAMATION

Denim Day 2024

WHEREAS, across the country, around the world, and here on our beautiful island home, people everywhere are called to action by wearing jeans with a purpose on Wednesday, April 24, for Denim Day; and

WHEREAS, Denim Day is the longest-running sexual violence prevention and education campaign in the United States, and the Zonta Club of Kaua'i is once again working to encourage community members, elected officials, state and county employees, businesses, survivors, organizations, and students to make a social statement with their fashion by wearing jeans as a visible means of protest against misconceptions that surround sexual assault; and

WHEREAS, Denim Day was originally triggered by a ruling from the Italian Supreme Court where a rape conviction was overturned because the justices felt that since the victim was wearing tight jeans, she must have helped her rapist remove her jeans, thereby implying consent. Women of the Italian Parliament protested the decision by wearing jeans to work as a visual protest; and

WHEREAS, in April 1999, a social service agency in Los Angeles established the first Denim Day in the United States. The campaign has reached millions worldwide and is declared in cities across the nation, with participants in all fifty states and many countries around the world. Denim Day remains an integral part of Sexual Assault Awareness Month. No matter what, clothing is never an excuse for sexual assault; and

WHEREAS, the Zonta Club of Kaua'i is a chapter of Zonta International, a global organization of over 30,000 members in 65 countries, whose mission is to empower women to Build a Better World For Women and Girls. All Zonta members believe the best way to improve the lives of women and girls is through advocacy and education.

NOW, THEREFORE, I, DEREK S.K. KAWAKAMI, MAYOR, COUNTY OF KAUA'I, do hereby proclaim April 24, 2024, as Denim Day on Kaua'i, and I encourage all citizens to wear denim in support of this very important cause.

Derek S.K. Kawakami
Mayor, County of Kaua'i
State of Hawai'i