



*Special Message from
Governor David Y. Ige*
In Recognition of

Denim Day 2019

April 24, 2019

On behalf of the State of Hawai'i, I extend my warmest aloha to all attendees of Denim Day 2019 in honor of Sexual Assault Awareness Month. We come together to show our support for the victims of sexual assault by making a visible social statement to counter the misconceptions surrounding sexual violence.

Now in its 20th year, Denim Day was started by Peace Over Violence in response to a ruling by the Italian Supreme Court that found a victim's fashion choice implied consent. Amid widespread public outrage, countless people around the world launched a protest by wearing jeans in a show of solidarity against flawed and harmful attitudes about sexual consent. This tradition continues today and encourages all of us to show our support for survivors, counter rape culture and victim blaming, and increase public education about sexual violence.

I commend the organizations and individuals who have championed the necessity and power of consent as a healthy, normal and vital part of everyday interactions and supported victims and survivors of sexual assault. Sexual violence is preventable, and prevention includes changing behaviors and promoting respect of the personal and emotional boundaries of others.

Mahalo nui loa to everyone who helped make Denim Day 2019 a reality, including the Kaua'i Committee on the Status of Women, Zonta Club of Kaua'i and Zonta Club of Hanalei. Together, we stand committed to raising awareness, advocating for change and preventing sexual assault from occurring in our communities.

With warmest regards,

DAVID Y. IGE
Governor, State of Hawai'i