



Office of the Governor

Fellow Nevadan,

Since 2011, the Nevada family has joined together in support of sexual assault awareness by participating in Denim Day. I would like to ask you to again join me in this national campaign by wearing denim on Wednesday, April 23, 2014. The Denim Day campaign was founded in 1999, when an Italian court ruled that an 18-year-old victim shared blame for her assault because of her tight jeans. Members of the Italian Parliament responded in protest by wearing jeans to work and denim has since become a symbol for sexual assault awareness.

As Director of Operations for the Children's Cabinet, I work with families and teens every day on a wide range of issues. Unfortunately, sexual assault is something I continue to hear about all too often.

According to Peace Over Violence, 1 out of every 6 American women has been the victim of an attempted or completed rape in her lifetime. In a national survey reported by the same group, nearly 1 in 5 women say they have been raped, yet an astounding 54 percent of rapes are still not reported. These statistics are not only alarming, they are unacceptable. We must raise awareness by educating ourselves and others about sexual violence.

Our Nevada family is strong, and when we come together we can accomplish great things. By getting involved and educating our communities, we can raise awareness of sexual assault in our state.

It is in this spirit that I am asking you to again join the Governor and me in wearing denim to raise awareness of sexual assault on Denim Day, Wednesday, April 23. The Governor's Office will be participating, as will my coworkers at the Children's Cabinet throughout the state. I'm hopeful elected officials, constitutional officers, and local school districts will join us. I am confident that together, we can bring heightened awareness to this important issue.

I encourage you to get involved and join us in support by wearing denim for this one day. Together, we can speak for all of those who have been assaulted and those who haven't, or can't, speak of their assault.

For more information, visit <http://denimdayusa.org/> or call the Governor's Office.

Thank you,


Kathleen Sandoval
First Lady