



Denim Club India
www.denimclubindia.org

Resource Desk
info@denimclubindia.org

Ref: DCI-NL/0013SA/071008

7 October, 2008

Denim Club India : India Denim Day

Denim News : Videos : Articles : Websites : Jobs : Careers In Denim

Dear **Mr. Rajesh Dudeja**,

Hello!

Not many of us are aware that the leading denim-wear brand - **Lee** - organizes a National Denim Day in U. S. to support the cause of Breast Cancer Research.

Today, we shall tell you more about the Lee National Denim Day, and also make a very important announcement about the latest initiative by Denim Club India which, hopefully, will be appreciated by the entire community of Denim professionals, and would get enthusiastic support from all of us.



Lee National Denim Day

Every year Lee organizes Lee National Denim Day in **October, the Breast Cancer Awareness month**. This year the Lee Denim Day is being held on 3 October. People are encouraged to go casual, or to be more precise, **wear their jeans to work and donate \$5 to fight breast cancer**. For that one day wearing jeans is suddenly not just some kind of fashion statement. `Wear denim to show you care', seems to be the mantra.

The fundraiser is in collaboration with the Entertainment Industry Foundation's women cancer program. Lee organizes this event mainly in the United States of America. The event was first organized in 1996, and more than \$70 Million USD have been raised through the event till now.

This year actors **Chandra Wilson** from *Grey's Anatomy* and **Tim Daly** from *Private Practice* have been named the ambassadors for the campaign. They both appear in a public service campaign titled *Who do you love* and talk about their reasons for supporting the program. Wilson talks about how breast cancer has struck her family, while Daly talks about a friend who is battling with the disease. They encourage people to put on their jeans and pink ribbon to show support for the cause and donate \$5 for the cause.



To read more about the Lee National Denim Day check out the [article on Lee National Denim Day by Paromita Ray on Denim Club India portal](#). The article offers comprehensive information about the event, its evolution and growth, and also provides various links to the facts and figures about Lee National Denim Day.

India Denim Day by Denim Club India

It is quite surprising that even though India is a major player in Denim, we do not have anything like a Denim Day. In view of this, Denim Club India has decided to take the lead - for and on behalf of the entire denim fraternity - to sow the seed for an India Denim Day. The India Denim Day shall be associated with the cause of AIDS/HIV, which is a burning issue, not only in India, but all over the world.

According to India's National AIDS Control Organization (NACO), the 2006 estimates suggest national adult HIV prevalence in India is approximately 0.36 percent, amounting to between 2 and 3.1 million people. If an average figure is taken, this comes to 2.5 million people living with HIV and AIDS in India.

A lot is being done towards creating awareness about AIDS/HIV, but a lot more still needs to be done. Denim Club India shall organize India Denim Day to make its contribution to this cause. Therefore, we have decided that Denim Club India shall organize **India Denim Day** on **1st December** - which is also the World Aids Day - every year, starting this year.



Denim Club India would run a day long campaign on 1st December, which would involve spreading of awareness by distribution of red ribbons, posters and other campaign material. Denim Club India would also organize quiz and poster competitions in various educational institutions. To establish a link between Denim and the event, **the participants shall wear denim** when they participate in the competitions. The staff and teachers would also be asked to wear denim on that day. The staff members in various organizations that associate with India Denim Day would dress-down, and wear denim on India Denim Day.

No doubt, **everyone would also sport the Red Ribbon**, along with the denim, to send the message across.

Denim Club India shall organize a program in the evening, where competition winners shall be given prizes and the volunteers and associates shall be felicitated. The highlight of the program shall be a fashion show based on denim ensembles.

Denim Club India invites volunteers to associate with us, to support the campaign, and help in carrying out the various activities. We also seek help and support from the corporate world and industry houses in this initiative.

Interested individuals can write to us at idd@denimclubindia.org

We shall keep writing to you, in the days to come, and share with you the various plans and initiatives, so as to accelerate the growth of the First Ever and the Only Denim Community in the country. Keep an eye on the Programs and Events, Industry Institute Interface, Denim Experts Zone, and the Jobs & Career Section on Denim Club India. You will sure find it interesting and useful.



Please note that we have included a convenient UNSUBSCRIBE link at the bottom of this mailer, so that in case you do not wish to receive any further emails from Denim Club India, you can let us know.

Keep In Touch, and Keep Smiling, Always!

Resource Desk

Denim Club India

<http://www.denimclubindia.org>



You are receiving this email because you opted in on our website or when speaking with a representative from Denim Club India. [Unsubscribe from Denim Club India Mailing List](#) dudeja_r@hotmail.com