

Dress Down Days for PCAK

Dress Down Days, or wearing casual attire to the office or school, have become increasingly popular, and a positive way to engage both employers, employees or school students. Allowing employees to wear more relaxed clothing makes them feel like they have been rewarded for their good work and contribution. It is great for staff morale, allowing individuals to show off their personal expression.

Support Child Abuse Prevention Month by raising awareness and much needed funding for child abuse prevention efforts in Kentucky by holding a “DRESS DOWN DAY” any day during the month of April. Employees, students and/or teachers can dress down with a \$1-\$5 donation per person. Contact PCAK for your “DRESS DOWN DAY” lapel stickers, promotional flyers and other materials or assistance necessary to promote the DRESS DOWN DAY.

Participants are encouraged to take pictures of DRESS DOWN DAY activities, posting on social media using #CommitToPrevent.

- Already wear jeans or casual clothes to work? Host a dress down day around a theme - maybe a favorite sports team? Or use April 6th, Wear Blue for Child Abuse Prevention, as your dress down day.
- Be specific about accessories - for example, host a “Hat Day.”
- Allow staff to buy-in at certain increments throughout the year. The amount they pay is equal to the number of days that month they may dress casual.
- Host contests between different departments and divisions.
- Dress down as part of April 6th’s Wear Blue for KY Kids Day, post photos using #WearBlue4KYKids

For more information about DRESS DOWN DAYS FOR PCAK, call 859-225-8879 or email pcaky@pcaky.org.