



LOVELAND
CHAMBER of COMMERCE



Banner Health
McKee®
Medical Center

PRESS RELEASE – FOR IMMEDIATE RELEASE

Nation's Largest Valentine Re-Mailing Program in Loveland, Colo. Kicks off as 2012 Official Loveland Valentine Card and Cachet Are Unveiled

Additional programs and events planned to support legacy of program, attention to Sweetheart City

LOVELAND, Colo. – Jan. 10, 2012 – The Loveland Chamber of Commerce today unveiled the 2012 official Loveland valentine card and cachet, kicking off the [66th annual Valentine Program](#), the nation's largest program of its kind. The official Loveland valentine card and cachet are comprised of the work of local Loveland artists Jessica Benes (card design winner), Corry McDowell (cachet design winner) and local authors Sheri Cobb South (card verse winner) and Phyllis Kennemer (cachet verse winner).

Sponsored by [McKee Medical Center](#) in Loveland, Colo., the 2012 Valentine Program consists of the valentine card and cachet designs, the Valentine Re-mailing Program and the selection of Miss Loveland Valentine, who serves as the spokesperson for 'the Sweetheart City', Loveland, Colo.



Official Loveland, Colo. Valentine Now on Sale

Sold throughout northern Colorado, in Loveland and [online](#), the 2012 official Loveland valentine represents many things that make Loveland, Colo. truly the Sweetheart City: Art, sculpture and natural beauty. The valentine can be purchased for \$2.25 through the Loveland Chamber of Commerce, the Visitors Center and several retailers in northern Colorado, including King Soopers, Safeway, Wal-mart and Walgreens. Please visit www.loveland.org for a complete listing of retailers and to purchase the card online, or call (970) 667-6311 to purchase directly through the Loveland Chamber of Commerce.

Valentine Re-Mailing Program

Loveland, Colo.'s internationally-known Valentine Re-mailing Program kicks off with the first stamping at 9:00 a.m. MDT on Thurs., Feb. 2, 2012 at the Loveland Chamber of Commerce, [5400 Stone Creek Circle, Loveland, Colo. 80538](#). The official 2012 cachet design and verse are stamped on all incoming valentines to the program. From February 2-14, 2012, more than 60 volunteers come to the Loveland Chamber to lovingly hand-stamp each valentine card sent to the 'Sweetheart City.' The valentines come in all shapes and sizes and range from handmade to elaborate. Many of the cards are addressed to individuals unknown by the stamping crew, but some famous recipients have included Lady Bird Johnson, Abigail Van Buren, Oprah Winfrey, President Barack Obama and others.



MORE....

PAGE 2, Valentine Re-Mailing Program....

To receive this unique Loveland cancellation and 2012 valentine cachet, participants should pre-address, pre-stamp all valentine's and enclose them in a larger 1st Class envelope. All envelopes should be sent to:

Postmaster - Attention Valentines
446 E. 29th St.
Loveland, CO 80538-9998

All valentines will be removed from the larger envelope at the post office. To ensure delivery by Valentine's Day, U.S. destined mail must be received in Loveland by Feb. 9, Feb. 11 if sending within Colorado and foreign mail must be received by Feb. 3. Proper postage must be affixed, especially for foreign mail. Colorado residents have the option to drop off their pre-addressed, pre-stamped valentines to local King Soopers or City Market food stores. Feb. 8 is the final day to drop off valentines at these locations.

Special 2012 Valentine Events and Programs

- First Day of Stamping, Feb. 2, 9:00 a.m.: Join the Chamber, the valentine stampers and Mary Askham the 2012 Miss Loveland Valentine. All Valentine Re-mailing Program stamping happens at the Loveland Chamber of Commerce.
- Stamp Camps with the Loveland Museum and Gallery: The Loveland Chamber of Commerce has teamed up with the Loveland Museum/Gallery to offer two separate Stamp Camp events. On Sat., Feb. 4 (10:30 a.m. – noon) and on Wed., Feb. 8 (3:00 – 4:30 p.m.) kids eight years old and older are invited to come learn about the Valentine Re-Mailing Program, how to properly stamp the cards and gain hands-on experience stamping valentine cards. The Stamp Camps will take place at the Loveland Museum and Gallery. The program is designed to get young people excited about the Valentine Re-mailing program so it can live on for many more generations.
- Thompson Valley Rotary Hearts Now Available Online: The Loveland Chamber of Commerce is committed to making the Sweetheart City a destination for Valentine's Day. Thompson Valley Rotary's Heart program, where personalized hearts adorn lamp posts throughout the city during February, is one of the true Loveland landmarks during the Valentine season. Beginning today, the Chamber is partnering with Thompson Valley Rotary to help them sell their valentine hearts online through its website, www.loveland.org. Pricing and details remain the same.

2012 Miss Loveland Valentine

Mary Askham, the 51st Miss Loveland Valentine, represents the city of Loveland, Colo. as an official spokesperson. She travels around Loveland and Northern Colorado to various events and each year visits the Colorado state capitol to address the House of Representatives and the Senate. If your company is interested in having Miss Loveland Valentine speak, please contact the Loveland Chamber of Commerce at info@loveland.org, or (970) 667-6311.



Miss Loveland Valentine photo is courtesy of Sugar Mill Productions.

About the Loveland Chamber of Commerce

Founded in 1902, the Loveland Chamber of Commerce is Northern Colorado's "driving force for business." Comprised of more than 750 local companies, the chamber offers a vast array of educational and networking programs to help its investors, both large and small, gain the skills and resources necessary to thrive and prosper in today's economy. As a founding member of the Northern Colorado Legislative Alliance (NCLA), the chamber also serves as an advocate for business, working on behalf of entrepreneurs to lead and influence local, state and federal policy on issues affecting the unique interests of business in Northern Colorado. For more information on the Loveland Chamber, please call (970) 667-6311 or visit www.loveland.org.

For media inquiries and more information, please contact:

Nicole Yost | Fyn PR | Nicole@FynPR.com | (970) 682-2420

###