  

**Show Your Love This Valentine’s Day With a Valentine Card and Special Message**

**from the Nation’s Sweetheart City, Loveland, Colo.**

*The Loveland Chamber of Commerce launches its 71st Valentine Re-Mailing Program, offering a sentimental and unique gift idea for the annual romantic holiday*

**LOVELAND, Colo.** – **Jan. 3, 2017** – The Loveland Chamber of Commerce today unveiled the 2017 official Loveland valentine card and cachet. The unveiling kicks off the 71st annual Valentine Re-Mailing Program, the largest program of its kind. In addition to the design reveals, the chamber announced the 2017 official Loveland Valentine beer and coffee.

The 2017 cachet that will adorn all 160,000 valentines that come through Loveland’s Valentine Re-Mailing Program was designed by Corry McDowell and the cachet verse was written by Richard Schilling. The cachet includes an image of Dan Cupid at Lake Loveland with the following message:

From the Sweetheart City in a land of love,

Warm Thoughts of you are sent above.

On Wings they fly from land to sea,

Searching and finding the one to be.

Share your love this Valentine’s Day by sending your valentines through the nation’s Sweetheart City, Loveland, Colo. Send your pre-addressed, pre-stamped valentine in an enclosed, larger 1st Class envelope. Then send all envelopes to:

Postmaster - Attention Valentines

446 E. 29th St.

Loveland, CO 80538-9998

Once received, valentines will be removed from the larger envelope, stamped with the special Loveland cachet stamp and postmark then re-mailed to its intended recipient.

All foreign mail must be received in Loveland by Feb. 4, all U.S. mail must be received by Feb. 7, and all Colorado mail must be received by Feb. 9 to ensure delivery by Valentine’s Day. King Soopers/City Market has been the proud exclusive grocery sponsor of the Valentine Re-Mailing Program, helping Colorado residents more easily get their valentines to Loveland. Colorado residents have until Feb. 1 to drop off valentines at any local King Soopers or City Market location within the state.

Since 1947, the chamber, the Loveland post office and 60 volunteer stampers have been bringing love, hope and sentiments to people in all 50 states and more than 110 countries with a special cachet stamp and message through the program. Valentines get mailed each year from mothers to sons, grandfathers to granddaughters and everyone in between. Famous athletes, celebrities and even the president often get valentines stamped with Loveland’s special message. Some of the most heartfelt valentines that have come through Loveland are the ones sending messages of hope and love to our troops overseas, to children battling life-threatening illnesses and to those who are overcoming tragedy and need an extra note of encouragement.

The Valentine Re-Mailing Program begins Feb. 1 with the first stamping at 9 a.m. at the Loveland Chamber of Commerce, 5400 Stone Creek Circle, Loveland, Colo. 80538.

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**2017 Valentine Card on Sale**

The Loveland Chamber of Commerce also produces an annual Valentine’s Day card from the works of local artists. The 2017 card was designed by Corry McDowell and depicts the beautiful hearts that adorn lamp posts throughout Loveland and near scenic Lake Loveland and Dan Cupid. The valentine verse, written by James Duckworth, is:

From the City of Loveland, Colorado

Where Cupid’s arrow start

To bring a lovely message directly to your heart.

Blending love, joy and happiness

In this little card we send

May your Valentine’s Day be perfect

From the beginning to the end

Valentine cards can be purchased online at [www.loveland.org](http://www.loveland.org) for $4.50 and at the Loveland Chamber of Commerce, Loveland Visitors Center and other local retailers such as King Soopers, Safeway, Wal-Mart and Walgreens for $3.50. For a more complete list of retailers, please visit the website.

For additional details about the chamber’s valentine program, visit http://www.loveland.org/ValentineProgram/ or call (970) 667-6311.

**2017 Loveland Valentine Beer**

The Loveland Chamber of Commerce partners with Grimm Brothers Brewhouse to produce the official Loveland Valentine beer. The 2017 valentine beer, The Bleeding Heart is a delicious Chocolate Cherry Brown. To commemorate this event, bottles and draft will go on sale Feb. 1 and will be available only in Loveland. Be the first to sample The Bleeding Heart in Grimm Brothers taproom on Sunday, Feb. 1 during the release party with special VIP tasting for chamber members.

**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](http://www.loveland.org).

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