

PRESS RELEASE

Colorado's Sweetheart City Launches 78th Valentine Season

Loveland, Colo. hosts the largest Valentine Re-mailing Program, the beloved Sweetheart Festival, Group Wedding (on ice) and more each February

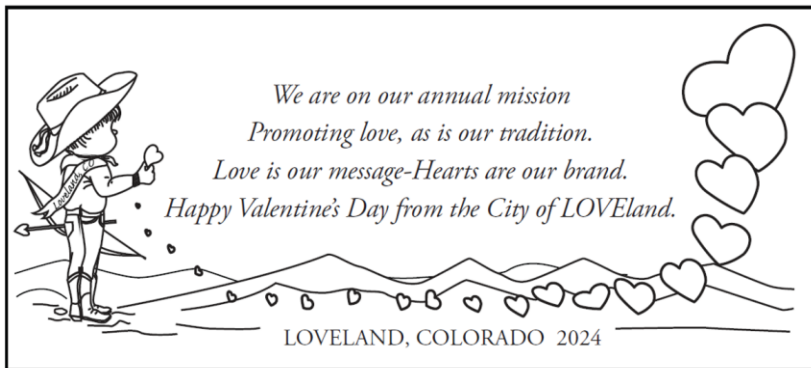
LOVELAND, Colo. – December 20, 2023 – In Loveland, Colorado, known as the Sweetheart City, the Valentine season is officially underway. This morning, the Loveland Chamber of Commerce, Visit Loveland, and their partners revealed the details and arrangements for the 78th annual Valentine season. The festivities include the Valentine Re-Mailing Program, the Sweetheart Festival, exclusive offerings such as Valentine-themed wine, beer, candy, and coffee, the Loveland Sweetheart Classic 4-mile race, and the Valentine Group Wedding. This unique wedding event will take place on the ice of the Blue Arena just before the Sweetheart Game featuring AHL hockey's Colorado Eagles on February 14. All these Valentine season activities and events are scheduled throughout the month of February.

"We are thrilled to mark our 78th year of sending love across the globe. Still today, the Valentine season remains enchanting in Loveland. There's no better way to propagate love, joy, and hope than through a heartfelt Valentine sent from the Sweetheart City. The designs and verses chosen this year embody Loveland's commitment to spreading love and kindness. It is particularly significant to continue sharing this time-honored tradition with the world, emphasizing that love is the greatest gift we can both give and receive." – Mindy McCloughan, Loveland Chamber President

Loveland's Valentine Re-Mailing Program

The 2024 official Loveland Valentine card, collector's stamp (also known as a cachet) and postmark have been announced. The collector's stamp and postmark will be stamped on every piece of mail that comes through the program. Loveland receives around 100,000 Valentines annually from all 50 states and 110 countries across the world through its Valentine Re-mailing Program, the largest program of its kind. Sponsors and volunteers handstamp the collector's stamp and postmark onto each individual Valentine that comes through the city's post office.

2024 Collector's Envelope Artwork, Remailing Program Deadlines Announced



The 2024 collector's envelope artwork was designed by Corry McDowell and includes the following verse written by Jeani Bork:

**We are on our annual mission
Promoting love, as is our tradition.
Love is our message - Hearts are our brand.
Happy Valentine's Day from the City of LOVEland.**

Sending Valentine's Through Loveland, Colorado:

To get this special 2024 collector's envelope artwork and postmark, package pre-addressed, pre-stamped Valentines in a larger First Class envelope. Send the envelope to Postmaster - Attention Valentines, 446 E. 29th St., Loveland, CO 80538-9998. Once received, Valentines will be removed from the larger envelope and hand-stamped before being re-mailed to intended recipients.

The official Valentine drop location sponsors include Independent Financial and Elevations Credit Union. Drop off self-addressed, stamped Valentine envelopes at any of these locations, as well as the Chamber of Commerce, Visitor's Center and The Loveland Post Office (446 E. 29th St. Loveland, CO 80538) & (601 Cleveland Ave Loveland, CO 80537) The Post Office will be accepting Valentines to be dropped off in the red mailbox displayed in the lobby from January 16-February 9, 2024

Mailing Deadlines:

Important Deadline Dates - Loveland Re-Mailing Program:

February 1, 2024, ~ for International Mail deadline

February 5, 2024, ~ Continental U.S deadline

February 7, 2024, ~ Colorado deadline (within the state)

2024 Collectible Valentine Card



The 2024 Valentine card was designed by Tiffany Villavicencio. The card design features a beautiful landscape photo of the Rocky Mountains and Devil's Backbone, located in Loveland, CO. The card verse was created by Brenda S. Glover.

**In any season - spring, summer, winter, fall -
The Sweetheart City has feelings for all.
And especially in February, we wish to say,
"Joy, happiness and love to you on Valentine's Day."**

Valentine cards can be purchased online at Loveland.org for \$12 (which includes the card, printing, processing and postage). All cards purchased through Loveland.org will automatically go through the re-mailing program.

2024 collectible cards may also be purchased in person at the following retailers: Loveland Visitor Center, B Sweet Cupcakes, Olive and Herb, Columbine Drug, Club Loveland, Loveland Good Sam, Barnyard Vet, Independent Financial (Cleveland Branch, Loveland Museum, Mail Mart, Rowes Flowers, and King Soopers.

Valentine cards may be dropped off starting January 3 - February 12, 2024, at any of these locations:

Loveland Chamber/Visitor Center; 5400 Stone Creek Circle Suite 200 Loveland, CO
Monday-Friday 10:00 am - 3:00 pm

Aims Community College - 104 East 4th Street Loveland, CO
Monday-Friday: 8:00 am – 5:00 pm

Independent Financial – 935 N. Cleveland Ave. Loveland, CO
Monday-Friday 8:30 am - 5:00 pm and Saturday is 9:00 am to 12:00 pm

Elevations Credit Union Loveland Branch - 970 E Eisenhower Blvd Loveland, CO
Monday-Friday 8:30 am - 5:30 pm and Saturday 9:00 am -12:00pm

Barnyard Vet & Pet Supply 806 14th St SW Loveland, CO
Monday-Friday 9:00 am - 5:00 pm and Saturday 9:00 am-1:00 pm

The HUB Centerra - 6402 Union Creek Commons Dr. Loveland, CO
Tuesday - Saturday 9:00 am-5:00 pm and Sunday 1:00 pm-5:00 pm

Valentine Season Events & Experiences

[The Loveland Sweetheart Festival](#)

Feb. 10, 2024

Celebrate all things LOVE in the Sweetheart City at the 6th annual [Loveland Sweetheart Festival](#), returning February 10th, 2024. Bring the family or your sweetheart for FREE fun in the Sweetheart City, including a day full of LIVE Ice carving and art and fire sculpture demonstrations, musical and dance performances on our community stage and our romantic headliners Spinphony at the Historic Rialto Theater. Fun for the whole family at the Kids zone including oversized building bricks, outdoor games and even a community mural. Don't miss the Tunnel of Love, Food Trucks, The Palace of Sweets, The Sweetheart Classic 4-miler, the Little Miss Valentine and Little Mr. Cupid contest. The festival is an extension of Loveland's 77+ year history in the nation's Sweetheart City. The festival features something for everyone - families, couples and chocolate lovers, running lovers, art lovers, and forever loves. Festival Hours 10am – 8pm, Saturday, Feb. 10, 2024.

Loveland Lights at Chapungu

February 1st - 18th SPECIAL LIVE NIGHT on February 17th

On February 1st, Visit Loveland will transition the lights from Winter Wonderlights over to red and pink and fill the Chapungu Sculpture Park with Hearts, Love photo ops, decor and a 30 minute light show set to your favorite LOVE songs. The show runs nightly from 5-9pm. New this year - Close out the Sweetheart City's celebration of love with a special date night under the stars! Enjoy a special LIVE event at Loveland Lights at Chapungu Sculpture Park, Saturday, February 17 from 6-9pm. Wander the love-inspired twinkle lights while being entertained by dueling pianos, sampling wine and beer tastings and more! Make it a night to remember with your love. The event is free and open to the general public, drink tickets for sale onsite for 21+ only. This experience is brought to you by the Centerra Engagement Assembly, and made possible with partners at Visit Loveland and Townsquare Media.

Colorado Eagles Hockey Sweetheart Game

The Colorado Eagles and the City of Loveland are excited to team up for the Sweetheart Game on Wednesday, February 14th vs. the Bakersfield Condors. For the second season in a row the Eagles will host a game on Valentines Day and will feature fun for all at Blue Arena in the Sweetheart City. Events to include:

- Fans can enter to win one of 150 "Sweetheart City Packs" via Eagles social media beginning the last week in January to include two (2) tickets to the game and a gift bag from Visit Loveland.
- Pregame Wedding on the Ice: 4pm 50+ couples will tie the knot or renew their vows on the ice of Blue Arena.
- Red and Pink light up sticks provided by the City of Loveland on Entrance of the game for the first 2500 fans in attendance.
- Stop by the Visit Loveland booth and show which person or player you Love by filing out a "I Love _____" sign.
- Take part in Northern Colorado's Biggest Valentine Kiss during a stoppage in play.
- The Sweetheart Pack returns in early January where fans can purchase 2 tickets and \$20 in concessions for just \$60 to the Sweetheart game on Valentines Day. To learn more or purchase tickets visit ColoradoEagles.com or the Orthopaedic & Spine Center of the Rockies Box Office at Blue Arena.



[Valentine Group Wedding](#)

Feb. 14, 2024

Loveland's eighth annual celebration of commitment to love returns, promising an even more enhanced experience for 2024. For those seeking a unique and distinctive wedding affair and an unforgettable venue, the group wedding is the ticket. Teaming up with the Colorado Eagles, the AHL affiliate hockey team of the Avalanche, couples have the opportunity to exchange or renew their vows in a communal setting on the ice before the Visit Loveland/Colorado Eagles Sweetheart hockey game on February 14th at Loveland's Blue Arena. The ceremony encompasses music chosen by guests, a personalized ceremony, commemorative photos, gift bags, special wedding cupcakes, a symbolic love lock for Loveland's iconic LOVE or HEART sculptures, and a chance to win a huge gift basket. Additionally, the package includes tickets to the Eagles game later in the evening following the on-ice ceremony. Cost is \$160 per couple and [registration](#) is limited. [Loveland's Valentine's Day Group Wedding](#) is hosted by BIG DEAL Company, in partnership with the Colorado Eagles, Visit Loveland and the Loveland Chamber.



[2024 Sweetheart Classic Race](#)

Feb. 10, 2024

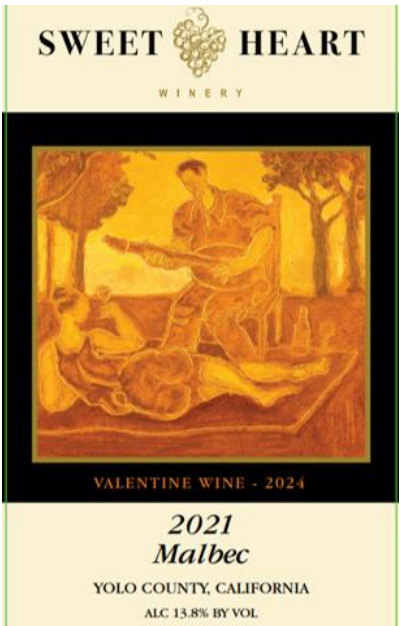
[The Loveland Sweetheart Classic](#) is a staple race in the Loveland community taking place from 2:30 - 3:30 p.m. on Saturday, Feb. 10, in Downtown Loveland. Sweetheart City Racing is excited to bring the community this 4 mile run/walk presented by Redemption Church, as part of the Sweetheart City festivities. With a brand new course that will take participants from downtown, in the heart of the Sweetheart Festival, off on a scenic tour. Participants can run or walk as an individual or as a couple. A brand new race course will be unveiled online in the coming days.



Heartfelt Indulgences

[2024 Loveland Valentine Wine](#)

Sweet Heart Winery & Event Center will be featuring their annual limited release Valentine wine. It's a 2021 Malbec aged on French Oak.



2023 Loveland Valentine Coffee

The Loveland Chamber of Commerce has partnered with Top of the Lake Coffee to produce the 2024 official Loveland Valentine coffee. Top of The Lake Coffee is proud to announce the 2024 sweetheart coffee flavor; Vanilla Macadamia Nut. It will be sold at the Loveland Visitors Center.



2024 Valentine Beer

Grimm Brothers is thrilled to be brewing their annual Valentines Day Beer for the Sweetheart City, The Bleeding Heart 2024. This year they are going back to the beginning - it will be a chocolate cherry porter which was the flavor of the very first Bleeding Heart brewed back in 2012.



2024 Valentine Candy

Colorado Candy Company is proud to feature a heart shaped candy that is chocolate cherry flavored. This will be made ONLY for the sweetheart city and sold at Centerra Hallmark and Loveland Visitors Center.



B-roll & Photo Assets

A folder containing B-roll from today's event as well as high resolution images from past events is available here (please credit Visit Loveland, Arcadian Pictures and Dick Knapp Photography):

<https://drive.google.com/drive/folders/19eHbW8eHnWYVuNEinIbMaUNrfybsStxw?usp=sharing>

2024 Valentine Mailing Contributors

Miss Loveland Valentine 2024 – McKayley Lane

Since 1962, Loveland has been selecting a Miss Loveland Valentine. We are proud to announce McKayley Lane is our 62nd Miss Loveland Valentine. With honor and pride McKayley will represent the community of Loveland throughout the 2024 year. She also receives scholarship funds toward her college education awarded from a trust established by the founders of the Loveland Valentine Program, Ted and Mabel Thompson. Miss Valentine, McKayley Lane, is Loveland's spokesperson, as she makes many presentations throughout the community.

Tiffany Villavicencio, owner of Mountain Wave Marketing, is thrilled to have her design selected for this year's coveted Valentine card for the City of Loveland. As the proud designer, she poured her heart into crafting a masterpiece that encapsulated the essence and beauty of Loveland, while paying homage to the unique remaining program that has been going strong for 78 years now! Having grown up in Loveland, and still residing in northern Colorado, she is honored to contribute to the tradition of spreading love and joy in Loveland and around the world, making this Valentine's Day an unforgettable experience for her.

Corry McDowell, art designer for this year's cachet and postal cancellation stamp has been a resident of Loveland since 1972. Married to Ray McDowell and mother of five, Corry also has been a day-care mom for twenty years. Graduating from Ferris State College, Corry used her degree in Commercial Art at the Alco Discount Store Advertising Dept. Corry entered some designs for the Valentine program at the prompting of a friend. In 1996 she was surprised to hear that the Chamber liked her ideas. Corry has had her card design used seven times, her cachet design chosen 20 times, and the postal cancellation design selected 12 times. Corry says "It has been a pleasure entering my designs for the Valentine Remaining Program contests over the years, being a part of touching the world with love from Loveland."

Brenda S. Glover moved to Loveland in 2004. After 37 years working at Anthem and IBM, she retired as an IT Specialist. Upon retiring, she volunteered at the Loveland Visitors Center, and then was hired as a part-time clerk, working for 5 years. Again in retirement now, she volunteers with the Friends of the Loveland Library and is part of the Windsor Museum Curator Crew. She is also on the HOA board in her community. Brenda enjoys taking art classes, making art, reading, concerts, music, movies, and traveling. Brenda is thrilled and excited to have her verse selected for the 2024 Valentine. She believes that the Valentine Remaining Program is one of the wonderful reflections of the Loveland community.

Jeani Bork's roots run deep for the Loveland remailing program. Back in the 80's was Jeani's first exposure to the program through work at King Soopers. She never gave much thought to the Valentine Card verse or Cachet verse, until she saw the Reporter Herald announcement in 2018 calling for entries for the Valentine card and cachet for 2019. Jeani submitted a card verse and it was selected for the 2019 Valentine Card. She then submitted a card verse for 2020. It, too, was selected. Jeani has continued to submit verses for the card and cachet. Her cachet verse was selected for 2022 and again this year 2024. Jeani loves the City of Loveland (Sweetheart City), her home since 1977.

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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 650 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 loveland.org.

About Visit Loveland

The mission of Visit Loveland is to enthusiastically promote, market, and sell Loveland, Colorado as a destination for meetings, conventions, and individual travelers, fostering economic development and benefiting and supporting members and the overall business community. It is Visit Loveland's goal to promote tourism, conventions, and related activities within the city by marketing the city and sponsoring destination and community events. Learn more at VisitLovelandCO.com.

For media inquiries, including interviews and images, please contact:

Valentine Re-Mailing Program: Mindy McCloughan | Loveland Chamber of Commerce | MMcCloughan@loveland.org | 970-744-4791

Sweetheart Festival/Tourism Events: Cindy Mackin | Visit Loveland | cindy.mackin@cityofloveland.org | 970-962-2626

Valentine Wedding Contact: Christine Forster | BIG DEAL Company | Christine@BigDealCompany.com | 970-613-1455