



MEDIA ALERT

Press Conference Invitation: Tuesday, January 2, 2024, 9am MT

Exclusive First Look of Loveland's 78th Anniversary Valentine Season Details

Includes unveiling of 2024 Valentine Re-Mailing Program card, cachet and stamp; annual Sweetheart Festival details; annual Group Wedding & Vow Renewal Ceremony information

LOVELAND, Colo. – December 20, 2023 – In Loveland, Colorado, the nation's Sweetheart City, Valentine season starts now. The Loveland Chamber of Commerce and Visit Loveland Colorado are kicking off Loveland's 2024 Valentine Season with a press conference on Tuesday, Jan. 2, 2024.

What: Loveland Valentine Season 78th Anniversary Press Conference

When: 9 a.m. MDT, Tuesday, Jan. 2, 2024

Where: Home Run Bar & Grill inside Blue Arena (5290 Arena Circle, Loveland, CO).

Details: Get an exclusive first look at the internationally anticipated 2024 Loveland Valentine card, collector envelope artwork (cachet), and postmark, while discovering key deadlines for the upcoming Loveland Valentine Re-Mailing Program. Dive into the exciting details surrounding the 2024 Sweetheart Festival, featuring the Sweetheart 4-Miler Race and a unique Valentine Group Wedding set against the icy backdrop of Blue Arena, just before the AHL Colorado Eagles' hockey game on Feb. 14th.

As the epicenter of a global tradition, Loveland receives an impressive 100,000 Valentines annually, seeking the coveted cachet stamp and postmark. Proudly holding the title of the largest event of its kind in the nation, the Loveland Valentine Re-mailing Program has become a symbol of love and connection. Likewise, the Loveland Sweetheart Festival stands as the largest Valentine's Day celebration nationwide.

Press attendees will have the opportunity to capture up-close photos of the card, cachet, and postmark, all of which will be unveiled on the jumbotron screen at the Budweiser Event Center. Media representatives are invited to participate, gaining first access to revealed Valentine elements. A comprehensive press release, containing all details disclosed during the unveiling, along with a link to B-roll and high-resolution photos from the press conference and various Valentine Season events, will be distributed to the media following the Jan. 2 press conference. Be part of this momentous occasion and share in the excitement of Loveland's cherished Valentine traditions.

***Press attendees who attend also receive a Valentine Gift Bag from Visit Loveland and event vendors.

Thank you for your continued support of this program. We look forward to seeing you there!

Please RSVP:

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Press Questions can be directed to:

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