

Loveland Chamber of Commerce & Visitors Center Expands Reach of Valentines and Merchandise with Launch of Online Store

Official Loveland valentine and other Sweetheart City merchandise for purchase online; accessible to anyone across the globe

Loveland, Colo. – Feb. 1, 2010 – The Loveland Chamber of Commerce & Visitors Center today announced the launch of its online store, which will immediately include the sale of the official Loveland valentine cards. As the official distributor and online retailer for Loveland’s valentine card, the Loveland Chamber is offering the lowest overall online cost for the official Loveland valentine cards.

The valentines sell for the regular retail price of \$2.25 per card and are being sold individually or in packs of five, ten and 15. The Loveland Chamber offers reasonable shipping and handling fees and international shipping options. Interested parties have the option to purchase the valentines to be sent directly to their home or to have it signed and sent through the Loveland Valentine Re-mailing Program, which kicks off today.

In addition to the official Loveland valentines, specific Sweetheart City merchandise is for sale including Lake Loveland postcards and posters, Devil’s Backbone posters and Mariana Butte posters. Over the course of 2010, additional Sweetheart City and other Visitor Center items will be available for purchase. PayPal and credit card payments are offered. The online store is available through the homepage of the Loveland Chamber’s Web site, www.loveland.org and clicking on the official valentine image on the right-hand side, or specifically at the following address: <http://lovelandchamber.myshopify.com/collections/all>.

“National and even global distribution of Loveland valentines and other Sweetheart City merchandise is a critical step in propelling Loveland’s visibility to potential visitors and residents,” said Brian Willms, CEO and president of the Loveland Chamber. “We have taken strides to increase the Chamber’s Web presence over the last year. The addition of an online store not only benefits the Chamber but it can potentially increase visibility for tourism and has the potential to benefit Loveland business as those that sell through the Visitors Center will have a new avenue for exposure and sales.”

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 700 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.

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