



LOVELAND  
CHAMBER of COMMERCE



KAISER PERMANENTE®



## The Loveland Chamber of Commerce Seeks Valentine Card and Cachet Designs and Verse for 2017 Valentine Program

**LOVELAND, Colo. – Sept. 7, 2016** – It is time for local artists and authors to begin embracing the love and joy of the 2017 valentine season in Loveland, the ‘Sweetheart City.’ The [Loveland Chamber of Commerce](#), the driving force for business for Loveland and home of Loveland’s Valentine Re-mailing Program, is now accepting design and verse entries for the 2017 official Loveland Valentine card and cachet. Additionally, the Loveland Post Office has also issued its public call for valentine postal cancellation designs. The submission deadline for the card, cachet and cancellation contests is 5 p.m., **Friday Oct. 7, 2016**.

Winning card and verse entries will be used to create the official 2017 Loveland Valentine, which is sold throughout northern Colorado. Winning cachet designs and verse entries will be compiled and stamped on all outgoing valentines produced through the 71<sup>st</sup> Annual Valentine Re-mailing Program, which kicks off in February 2017. Winners of the card and cachet contests are awarded cash prizes and become part of Loveland’s history.

### Valentine Card Contest Details

The Loveland Chamber of Commerce’s Valentine program presents a unique opportunity for local artists and writers to demonstrate their vision of the Sweetheart City and Valentine’s Day in Loveland. While the card is designed to represent the community, attention should be paid to how well the valentine card will sell within the region and beyond.

### Card Verse Requirements

The verse will appear inside the card that is sold by local merchants. Each person may submit more than one verse, but each verse must be submitted on a separate completed form. Please specify on EACH submission that the verse is for the card.

The verse criterion is as follows:

- One four-line verse OR two four-line verses, eight lines maximum
- ‘City of Loveland’ or ‘Sweetheart City’ must be referenced in a line of the verse
- Content: romantic, sentimental or humorous
- Only typed or neatly printed entries will be accepted

### Card Design Requirements

- Finished size when folded 4 $\frac{5}{8}$ ”x6 $\frac{1}{4}$ ”
- No color restrictions other than it must be able to be printed on a four-color press
- May be cut out, embossed, bordered, etc.
- Only original art will be accepted, copyrights on images used will be checked prior

Design theme must be carried throughout the card

- May be single-folded or multi-folded
- Can submit rough draft, but camera-ready art will be required for printing at the cost of the entrant
- We accept all types of art including digital and graphic design as long as the quality of the final card can be maintained when printed through a digital press

The Loveland valentine card is sold in retail outlets throughout northern Colorado and will be available in mid-December 2016 following its reveal at the annual Valentine press conference.

### Valentine Cachet Contest Details

The Loveland Chamber of Commerce, in partnership with the Loveland Post Office, King Soopers stores and many volunteers, process more than 160,000 valentine cards that arrive in Loveland each year to receive the special Sweetheart City cachet. Volunteers lovingly hand-stamp the cachet on each valentine and re-mail them to their final destinations that include more than 100 countries around the globe and all 50 states.

The cachet verse appears inside the cachet design. The completed cachet is reproduced on rubber stamps and used to hand-stamp the envelope of each valentine card re-mailed from Loveland. It is also printed on the envelope of the 2017 official Loveland Valentine card.

#### Cachet Verse Requirements

- Maximum of four lines
- 'City of Loveland' or 'Sweetheart City' must be mentioned or referenced in a line of the verse
- Verses must be typed or clearly printed
- Each design must be submitted separately, and include your name, phone number, complete address and email address
- Verses that do not meet all of the criteria will not be considered

#### Cachet Design Requirements

- Design dimensions must be 3" x 1 ¼ "
- Cachet design, (rough draft is acceptable)
- Camera-ready art will be required for printing
- Only original, non-copyright art will be accepted
- The year must be included somewhere in the design
- Loveland, CO must also appear somewhere in the design
- We accept all types of art including digital and graphic design as long as the quality of the final card can be maintained when printed through a digital press

For both the cachet and the card, each person can submit multiple entries as long as each separate entry includes the submitters name, phone number, complete address and email address. Entries that do not meet all of the criteria for the specific contest will not be eligible to win.

There is no official entry form required. Specifications for the annual card and cachet contest are available at the chamber, the Visitor Center and on the chamber's website at [www.loveland.org](http://www.loveland.org).

#### **Entry Submission**

To submit entries, drop off or mail them to 5400 Stone Creek Circle, Loveland, CO 80538, or email them to [info@loveland.org](mailto:info@loveland.org). Questions can be directed to 970-667-6311.

#### **Loveland Post Office's Cancellation Contest Details**

The Loveland Post Office is also giving the public an opportunity to design the cancellation for all the valentines, which travel through Loveland. The design must include the following statement in its entirety:

Valentine Station  
Loveland, CO 80537  
February 14, 2017

The design can be no more than 3" wide by 1" tall. See [www.loveland.org/ValentineProgram](http://www.loveland.org/ValentineProgram) for previous examples of chosen cancellations. Questions specific to the cancellation can be directed to Cindy Kinney at 970-663-3010 for more information.

For more information contact the chamber at 970-667-6311 or visit [www.loveland.org/ValentineProgram](http://www.loveland.org/ValentineProgram).

#### **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 800 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).

#### **For media inquiries, please contact:**

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