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Call me a hopeless romantic, but I love Valentines Day! What's not to love about a day about love? It's a day when it's okay to wear pink and red, tell people you love them, and stuff your face with ridiculous amounts of candy hearts. If you're in a relationship, February 14th serves as an annual reminder to show each other you care. If you don't have a significant other, it's a great day to let your friends and family know how much you love them. Remember how much fun it was exchanging Valentines with your classmates in grade school? Remember how happy your mother was when you gave her that homemade card made with construction paper and doilies? Imagine how happy you'll be when you get the same cheesy cards when you have kids of your own. It's a tradition we pass down because it gives us an excuse to celebrate love in all forms, from romantic love to the kind you share with your best friends.

Even if you're a little too cynical to get caught up in the spirit of Valentines Day, you can't argue with the benefits it has for the economy. All that extra spending on musical Hallmark cards to diamond-encrusted necklaces (hey- a girl can dream!) gives the economy a much-needed annual boost. Valentines Day promotes a ton of industries, from travel to theater to telecommunications. During these times, I think we can all agree the economy could use all the help it gets.

However, I think the strongest argument for Valentines Day is brought to us by Hershey's and Russell Stover. This is the only time of year milk chocolate strawberry cream hearts are readily available! Even the biggest cynic would have trouble resisting the delicious candies brought to us by the holiday. So go ahead and let go of your inner pessimist! Get out there February 14th and spread the love.