

*WHEREAS, Loveland, Colorado has become known as the nation's Sweetheart City, receiving love and attention from all 50 states and 100 different countries through its 71-year Valentine Re-Mailing Program, the largest of its kind; and*

*WHEREAS, Miss Loveland Valentine, Loveland's spokesperson, spends early February visiting organizations and children around Loveland and is recognized each year by legislators and the Governor at the Colorado State Capitol; and*

*WHEREAS, on February 1st, custom love notes stenciled onto wooden red hearts are placed on lamp posts throughout the city, helping residents and visitors celebrate their love for each other in the Sweetheart City; and*

*WHEREAS, the People of Loveland, local organizations, and outside groups come together to celebrate Valentine's Day from February 1 through February 14 with custom craft beer, coffee, stamping valentines, special events, and other activities; and*

*WHEREAS, great effort has gone into making Loveland a fun, family-friendly destination for Valentine's Day, including the launch of the Loveland Fire & Ice Festival, the largest Valentine festival in the nation; and*

*WHEREAS, Coloradans, and their Valentines, are encouraged to visit the Sweetheart City over the next two weeks and participate in the many special events and activities that mark this season of love and appreciation;*

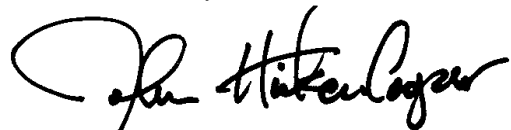
*Therefore, I, John W. Hickenlooper, Governor of the entire State of Colorado, do hereby proclaim, forever after, the period between February 1, 2017 and February 14, 2017, as*

### ***LOVE IN LOVELAND – THE SWEETHEART CITY SEASON***

*in the State of Colorado.*



*GIVEN under my hand and the  
Executive Seal of the State of  
Colorado, this first day of  
February, 2017*

  
John W. Hickenlooper  
Governor