



**NDA**  
GLOBAL

FEBRUARY 2023 ISSUE



**VALENTINE'S  
DAY**

The Historic  
Significants  
Of February 14

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# NDA NEWS

Everywhere in the world, Valentine's Day is seen as a day of love. Retailers are overrun with Valentine's Day merchandise due to the holiday's popularity. Continue reading to find out how Valentine's Day has evolved over time.

Valentine's Day is just around the corner and most of you may be planning something special for your Valentine. Millions of people all over the world honour Valentine's Day by giving their loved ones sweet treats, flowers, and other personal gifts on February 14.



It is said that Valentine's Day has its roots in ancient Italian society. According to one such legend this celebration originated because of a Christian priest, St. Valentine. The legend of Valentine, a priest who was executed more than a thousand years ago, is the inspiration behind this celebration.

Emperor Claudius required soldiers to fight battles for him. He believed that married men made weak soldiers since they gave priority to their families and most of the married soldiers were reluctant to leave their families for battle. Hence Claudius abolished the concept of marriage. Therefore Bishop Valentine took it upon himself to get the soldiers married. He used to secretly invite lovers to his place and conduct their marriages. When Emperor Claudius found out about this he was furious and had Valentine arrested.



According to a source while in jail and awaiting execution, Valentine fell in love with the blind daughter of the jailer. Before his execution Valentine sent her a message signed "From Your Valentine". Until today, this phrase is used worldwide on Valentine's Day.

**The Rise in of the Valentine's Day Card began in the United States in 1850's, by Esther Howland, a wealthy stationer's daughter from Worcester, Massachusetts. She founded one of the first factories for mass-produced Valentine's Day cards in the United States. The first Valentine cards were rectangular in shape, made of fancy lace, and frequently depicted poems, cherubs, heart motifs, birds, flowers, and other symbols still used to mark the occasion today.**



At the same time, there was pushback in popular literature against buying these Valentine's cards. It was thought a husband spending his hard-earned cash on something as trivial as a fancy paper card was not a good sign for the marital road ahead. The holiday continued to evolve from the 19th century on, becoming more of a technological and marketing story. Just like Chromolithography. This is a method for making multicolour prints, which made the mass-production of Valentine's Day cards even easier.

Today, most people exchange gifts on Valentine's Day, and we see shades of pink, flowers, chocolates, romantic movies, wine and images of a magical baby boy who flies around shooting arrows at people. So who is Cupid?



Cupid, is the the winged baby boy that is frequently seen on Valentine's Day cards and other memorabilia. Venus, the goddess of love and beauty, was the mother of Cupid in Roman mythology. He was known for shooting arrows at both gods and people, making them fall in love right away.

**The tradition of giving Valentine's Day flowers dates back to the 17th century.**

It wasn't until the late 17th century that giving flowers became a popular custom, nearly 250 million roses are grown in preparation for Valentine's Day each year.



London is an exciting and adventurous place to be during all occasions, we have gathered a few ideas to help you if you are in need of a plan for Valentines day.

[The London Cabaret Club, London](#)



[A Romantic trip up Lift 109- Battersea Power Station](#)



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