

Set the mood
Cocktail recipes to
spice up your night

Make love last a lifetime
What will lasting love
cost you?

Long distance
A story of love that
transcends time

**MEDIA
PLANET**

February 2011

VALENTINE'S DAY



YOUR
COMPLETE
GUIDE
TO ROMANCE
IN NEW YORK

LOVE IN THE BIG CITY

“Millionaire Matchmaker” **Patti Stanger** dishes
the latest on how to find the perfect partner

PHOTO: RANDEE ST. NICHOLAS



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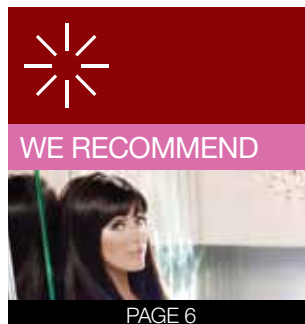
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CHALLENGES

Like any other ritual, Valentine's Day can quickly become stripped of its meaning. We can become so obsessed with correctly performing the rites—the offerings of flowers and jewels—that we lose sight of what we are honoring.



“Women want to be complemented and romanced, so if you make Valentine's Day an afterthought, you will not get laid that night.”

Making love last a lifetime **p. 8**
A healthy relationship only increases in worth the longer it lasts.



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Why romance matters

So what is the true object of Valentine's Day and of romance in general?

Some think elevating one's partner is the ultimate goal: to make him or her feel cherished. It's certainly a worthy cause; your partner should feel celebrated.

But while it's nice to be adored—to have gifts and praise thrown at our feet—deep down we want more. We know that when love makes another person its sole object, that love will eventually collapse. The weight of expectation is too great, and our individual resources are too small.

The beauty in between

There's a deeper meaning behind romance—one tied to our collective identity as a couple. Romance is the exaltation of all that is beautiful between two individuals. In this realm of "us," a couple's

connection must be carefully sustained; romance is an essential means for doing so.

Romantic rituals—including Valentine's Day—don't have to be hollow. A study involving hundreds of couples over 15 years found that happy couples often developed rituals that helped them bond as a couple. The study found that tiny rituals were more powerful than big gestures... an important reminder that love and romance shouldn't be confined to Valentine's Day.

Dr. William Doherty, a professor at the University of Minnesota, defines these rituals as "social interactions that are repeated, coordinated and have positive emotional significance."

Your favorite couple ritual may be having coffee together, bringing your partner a warm towel from the dryer or planting a specific series of kisses on your partner's forehead. If you crave novelty, a ritual doesn't even have to become routine—try



Rich Batten
Project Manager, National Healthy Marriage Resource Center



Romance is the exaltation of all that is beautiful between two individuals.

visiting a new restaurant each week together. Whatever the ritual, what matters most is that it is a regular and deliberate expression of love.

When you love your partner well on a daily basis, the epic displays of romance often seen at Valentine's Day become a little less important. That's not to say you should become stingy or unimaginative. It simply means your partner won't have to scrutinize your Valentine's offerings quite as closely, looking for some "sign" of love. And loving well can be surprisingly simple: Be true to your promises, generous with your time, fair in your criticism and lavish in your kindness.

Valentine's Day isn't about observing the expected rites. And romance isn't about idolizing your mate. It's about celebrating the possibility that love may very well exist—and endure—between two people passionately committed to keeping their connection.

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SHOWCASE

Road map
to love

New York City is known as one of the most romantic cities in America—let this map be your guide to planning the perfect night.

- 1 **Gotham Liquors**
2515 Broadway
- 2 **Vosges Chocolate**
1100 Madison Avenue
- 3 **Garnet Liquors**
929 Lexington Avenue
- 4 **Empire State Building**
350 5th Avenue
- 5 **Museum of Sex**
233 5th Avenue
- 6 **Alta**
64 West 10th Street
- 7 **Mayahuel**
304 East 6th Street
- 8 **Astor Wines & Spirits**
399 Lafayette Street
- 9 **The Mermaid Oyster Bar**
79 Macdougal Street
- 10 **Brooklyn Bridge**
Park Row and Centre Street



MIXOLOGY FOR LOVERS

Chambord Fleur De Lis

- ¾ oz Chambord Flavored Vodka
- ¾ oz Chambord
- 2 oz lemonade
- 1 oz cranberry juice
- Squeeze of lemon
- Shake all ingredients with ice and pour into a tall glass. Garnish with a lemon twist and a black raspberry.

**The Sparkling Eva**

- 4 oz NUVO
- 1 oz Champagne
- Serve in a martini glass.
- Garnish the rim with a fresh strawberry.

Bailey's Heart

- 2 oz Bailey's Original Irish Cream
- ¼ oz Chambord
- ½ oz Grand Marnier
- Shake and strain into a chilled martini glass.
- Top with whipped cream and garnish with a strawberry.

**Pink Mocha Martini**

- 1 oz vanilla vodka
- 1 oz Chambord raspberry liqueur
- 1 oz coffee liqueur
- 1 oz Godiva white chocolate liqueur
- Pour into a shaker half-filled with ice, shake and strain into a chilled martini glass.

French Polynesian

- ½ oz Chambord
- Korbel California Champagne
- Splash of pineapple juice
- Add Chambord and pineapple juice to flute glass.
- Top with Korbel.

**NUVO Kiss**

- 4 oz NUVO
- 1 1/2 oz Frangelico
- Serve in a champagne flute or rox.

The Ultimate Chocolate Martini

- 2 oz Bailey's Original Irish Cream
- 1 oz. Godiva Chocolate Infused Vodka
- Shake and strain into a chilled martini glass.
- Garnish with a rose petal.



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INSIGHT

Show the love



Buying jewelry has nothing to do with necessity.

Even barrettes and brooches—the most utilitarian of all the finery that might be found at Tiffany’s—could hardly be described as essential. No, jewelry is and always has been about indulgence, vanity, flattery and, when given thoughtfully, love.

You're mine!

Jewelry can also be a symbol of couplehood, and nothing screams, “So long, single life!” like a big rock on that left ring finger. Although, in Kate Middleton’s case, it doesn’t so much scream as it does utter reservedly, “So long, plebeian life.”

But, as you have undoubtedly gleaned from ubiquitous Valentine’s Day ads oozing from your television, there are bounteous ways to bedazzle your love without giving an 18-carat sapphire that originally belonged to Princess Di. From cameos to cuff links, pendants to pearls, beads to Bakelite, jewelry comes in so many forms that even the most bling-averse can be impressed by, say, a hemp bracelet.

It's perfect!

A word to the wise, though: Do not underestimate the tricky

business of finding the adornment that embodies your love and captures the spirit of your significant other. While you’ll get many points for simply attempting this very romantic gesture, you’ll quickly lose them if your gift inspires the question, “Do you know me at all?”

With that in mind, you are advised to refrain from popping down to the mall during your V-Day lunch hour to grab the heart-shaped swan charm you saw advertised on special. A jewelry gift must be considered and purposeful, as you should be able to explain why it reminded you of your valentine. Another good rule of thumb—don’t buy special-occasion jewelry in a store where 10-year-olds get their ears pierced. Unless, of course, your valentine is 10-years-old.

I'm awesome!

On this score, American singles are a lucky bunch. After all, no one knows you like you do, which means there is a solid chance you can find yourself the perfect piece...the piece that screams, “I love myself and my single life!”

And nowadays, many single women are choosing to demonstrate that public display of affection for themselves in the form of a right hand ring. Jew-

elry designer Eddie LeVian says, “While a left hand ring symbolizes love and commitment from another person, the right hand ring represents a woman’s love for herself—her individuality, her own personal style, the confidence she has in herself.”

Aimee Downing, a successful 40-year-old sales representative felt just that way when she made a recent jewelry purchase. “I had never thought about buying myself a diamond ring because I always thought it was supposed to come from a man. But then I had the epiphany that I wanted a beautiful ring and didn’t need a man to buy it for me.”

Women choose to display self-love for many reasons, and LeVian says they may purchase a right hand ring to mark a milestone, reward themselves or maybe just because they can. So, all you single ladies (and gentlemen), channel your inner (pre Bobby Brown) Whitney Houston, learn to express the greatest love of all and treat yourself to something sparkly. You deserve it.

JILL SMITS

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✧ TO: ME, LOVE: MYSELF — THE RIGHT HAND RING



PHOTO: LE VIAN

↓ LOVE HOROSCOPES BY TERRY NAZON

Aries
When the love of your life appears on scene, you could be tempted to stray away from your current heart throb.

Taurus
You could meet your future mate while at work or visiting his or her place of employment. Your manners win you the love of your life.

Gemini
While you say you want to settle down and find true love, truth be known you really need and want to play the field.

Cancer
You attract the rich and powerful type now and that’s just fine with you. You need someone who keeps themselves busy.

Leo
Lucky you whose luck in love has returned after being on hiatus. You’re not rushing into anything though, you’ll take it slow.

Virgo
After a torturous long-term relationship you are ready to find someone with like-minded values, and make a go of it.

Libra
You are always better a duet and never quite comfortable by yourself, it’s just finding that pin in a haystack that’s stopping you.

Scorpio
You have plenty of time to think of all the “what if’s” and “should have done better’s,” when a married someone offers you more than a kiss.

Sagittarius
A more humble you has emerged and you are ready to share what’s left with a very special someone who’s coming into your life this year.

Capricorn
You win for most transformed and magnetic and the opposite sex senses it, but you know it too, and playing the game is fun.

Aquarius
You are ready for something different like a foreigner with an accent. You are done with the domestic breed of lovers.

Pisces
Get ready for a spicy romantic love affair that makes all your other lovers look like plain vanilla ice cream—it’s time for love!

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INSPIRATION

QUESTION AND ANSWER



PHOTO: RANDEE ST. NICHOLAS

“Millionaire Matchmaker” Patti Stanger

What do men need to know about planning the perfect Valentine’s Day?

It’s not about the money. Thoughtfulness is important, and \$1.50 spent on a long-stemmed rose can go a long way. Women want to be complemented and romanced, so if you make Valentine’s Day an afterthought, you will not get laid that night.

Is self-confidence critical to finding romance?

It’s vital. An unconfident woman will be vulnerable in a negative way and attract the wrong kind of guy. A confident man will get the girl more often than not, even if he’s not good looking. The secret is that women want to be pursued. But do you know how many men are pursuing women? Zero.

What’s the best place for ladies to find a Valentine’s Day date?

Go to a sporting event—that’s where the real men go. You might meet a frou-frou

man at a wine tasting, but the hunter men are at basketball games.

You give great advice on finding love, but what about keeping it?

Keep your weekly date night. Get a sitter, go out every Saturday and feel like a worry-free teenager. If you don’t do it regularly, you’ll feel old and bored at 25.

How is finding love in New York different from anywhere else?

It’s five to one in men’s favor, but women won’t go to the suburbs. A smart man will keep his pied-à-terre in the Meatpacking District and have the house in Scarsdale.

What are you doing this Valentine’s Day?

I don’t have plans yet, but I will be in the City. I just had a date with a hotty patotty 9/11 fire fighter, so we’ll see what pops.

JILL SMITS

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Question: Can love survive if we’re in different zip codes?

Answer: Yes! One in fifteen adults are making it work.

Long live long distance relationships!

HOW WE MADE IT

A growing number of today’s couples-in-the-making are grappling with a uniquely modern and potentially debilitating relationship burden.

It’s called proximity deficit disorder, and some statistics show that close to one in 15 adults is afflicted.

With long distance relationships (LDRs) being the love connection choice for so many, it can’t be a coincidence that countless web sites are offering pointers on how to make them succeed.

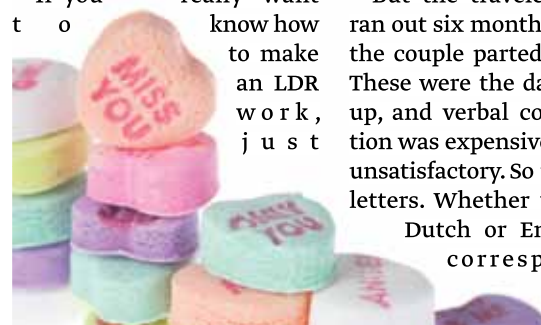
“Communicate!”

“Trust each other!”

“Get together whenever possible!”

Thank you, eHow.com, for that very enlightening course in LDR 101.

If you really want to know how to make an LDR work, just



ask Jacco and Erin. The couple met in a New Zealand youth hostel 15 years ago and fell in love after a death-defying river surfing excursion. Jacco, a young Dutchman, spoke to American Erin in halting but charming English, and they quickly became fluent in the (gag me with a spoon) language of love.

After five romantic weeks of hitchhiking, pear picking and opal noodling in New Zealand and Australia, Erin’s credit card maxed out and she flew back home to Louisiana where she saved enough money to visit Jacco in his native habitat—Amsterdam. Though her only Dutch words upon arrival were “Heineken” and “Eddie Van Halen,” she was soon capable of talking dirty to her Hollander.

But the traveler’s checks ran out six months later, and the couple parted yet again. These were the days of dial-up, and verbal communication was expensive, brief and unsatisfactory. So they wrote letters. Whether written in

Dutch or English, the correspondence

was always

full of dramatic pining.

“I want to kiss you in that field where Van Gogh painted his Sunflowers,” Erin wrote in deep, cultured, expressive Dutch. How could Jacco not be completely enamored with her? Never mind that Van Gogh painted all 11 paintings in France—what was geography to a girl in love?

Eventually, Erin got a crummy job in publishing and moved back to the Netherlands. A year later, Jacco got accepted into an American PhD program and the couple moved to the States for good. Then, seven years after meeting, the couple married in a ridiculously long bilingual ceremony on a picturesque Dutch canal.

The LDR behind them, Erin can now hack out “Scheveningen” almost as well as a native, and Jacco has lost all traces of an accent. Their young daughter, however, practices her Dutchlish every day. It comes in handy, as she is engaged in a hot and heavy LDR with a set of grandparents who love her very much.

JILL SMITS

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INSIGHT

Welcome to Moodville

When it comes to February 14, there are two kinds of people: FHOYs (Favorite Holiday of the Year) and MOVDs (Morally Opposed to Valentine's Day).

Either way, it's tough. For those in the V-Day spirit, there's pressure to make it live up to the hype. For singles and anti-Cupid couples, there's pressure to keep a lid on that chocolate covered bunch of sour grapes.

Even so, anyone can make Valentine's a day to remember. Simply set the mood by hosting a slumber party that rocks the three "G"s: glass, garb and gastronomie.

Glass

In this case, make it one of the martini variety and fill it with a dangerously delicious champagne concoction called French 75. Despite the rancid claims of a 1980s beer ad, nothing says, "tonight is kinda

special" like champagne, and this gin-soaked cocktail will appeal both to the frou frou femme and macho homme.

How to for deux

- ½ cup gin
- 6 TBSP simple syrup
- 4 TBSP fresh lemon juice
- Crushed ice
- 10 ounces champagne

Combine the first four ingredients in a cocktail shaker, shake well, strain into two martini glasses and top with champagne. Let the imbiber beware, however. The French 75 is aptly named for a rapid-fire machine gun used in WWII. One too many of these and...rat-a-tat-tat.

Garb

Whether you are a MOVD or FHOY, one could argue that Valentine's is the perfect time to toss out the faded, de-elasticized, unseemly get-

up you've been calling sleepwear and replace it with something a bit more polished.

If you are planning a tête-à-tête, there are obvious benefits of nice lingerie, but Smart and Sexy CEO Ariela Balk says there may be an additional bonus: confidence when it counts, also known as the "ooh-la-la" factor.

Even if you're hosting a less intimate party, make a pact with fellow revelers to don your spiffiest jammies. There's something to be said for dressing to impress, especially if it's for your little old besties.

Gastronomie

As the host with the most, you are master of your own menu. French 75s go with nibbles ranging from onion soufflé to fried cheese, so serve with pride whether you go haute or not.

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FALL IN LOVE IN PHILADELPHIA: THE CITY THAT INVITES YOU "WITH LOVE"

This Valentine's Day, Philadelphia caters to couples looking to re-energize their relationships at swoon-worthy spots including cultural sites, romantic eateries, and outdoor attractions.

- Gravesites don't usually come to mind on the most romantic day of the year, but couples looking for an out-of-this-world Valentine's Day can head to Laurel Hill Cemetery for 'Til Death Do Us Part: The Love Stories of Laurel Hill. February 12. thelaurelhillocemetery.org

- Twosomes can compare human romance to the animal kind during the Philadelphia Zoo's Wild at Heart Valentine's Day-themed weekend. February 12-13. phillyzoo.org

- The lavish Longwood Gardens hosts gourmet brunch and dinner events on Valentine's weekend, making the magical mega-garden delicious too. February 12-13. longwoodgardens.org

- Chocolate lovers can satisfy their sweet tooth by joining the Philadelphia Chocolate Tour, during which tour-goers indulge in some of the city's most mouthwatering sweets while learning the history and health benefits of the treat. February 13. philadelphiachocolatetours.com

- Since Valentine's Day lands on a Monday this year, lovebirds can escape for a three-day getaway. Check out visitphilly.com/valentinesday for romance-inspired hotel packages that include champagne, chocolates, breakfast, late check-out, roses and more.

Visit amtrak.com to make a train reservation for a relaxing 90-minute ride to Philly.



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INSIGHT

↓ GOOD GIFTING

What's the best Valentine's gift you ever got? More than likely, it did not involve Mylar balloons or candy-filled coffee mugs. More than likely, it was personal, costing the giver some heartfelt investment, if not a lot of money.

Do it yourself

Homemade items are often more memorable than pricey, but generic, things because they require forethought and energy. Thirty-eight year old Sarah still remembers the giant card a boyfriend made out of a refrigerator box and paper hearts. "I found it incredibly romantic that he spent so much time making something fun and impractical."

The moniker is the message

Not crafty? Try finding and personalizing an expressive gift. Is your sweetie a writer? Emblazon a pretty journal with her name. Is your fellow a suit? How about some cufflinks engraved with the day you met?

The point is, a Valentine's gift should convey that your sweetheart was very much in mind when you chose it. While it's generally true that it's the thought that counts, graciousness may fly out the window if your gift says, "I had no idea what else to give you."



Making love last a lifetime

We live in a disposable culture. Things don't seem built to last, including our relationships.

Truth be told, we don't always want them to last. Otherwise, we might miss out on the latest, greatest version. It's easy to transfer this consumer mindset to our intimate relationships. But relationships are not commodities, and they don't depreciate in value. In fact, a healthy relationship only increases in worth the longer it lasts.

The low, low cost of love
Enduring love can seem like a luxury item ... one that only a privileged few can ever attain. In reality, it's an option available to us all. So what would you be willing to give up for a love that lasts a lifetime? You actually don't have to give up much of real value. Still, it will cost something...

What lasting love will cost us:**■ Our skepticism**

Most of us have messed up more than a few relationships. And we've all seen marriages fail (perhaps even our own). Despite our doubts about lasting love and commitment, 90 percent of American adults will eventually marry. "We still long for the 'happily ever after,' but we've lost confidence in the ability to pull it off," says Rich Batten of the National Healthy Marriage Resource Center (NHMRC). "Actively enhancing your communication and



PHOTO: COURTESY OF TWOOFUS.ORG

relationship skills—through workshops, relationship education, etc.—can help restore this confidence," says Batten.

■ Our naiveté

Be aware of the forces that can quickly pull your relationship apart—addiction, debt, inappropriate friendships, etc. Then set healthy boundaries to keep these factors in check. The goal is not to restrict your freedom (or your partner's) but to protect the good thing you have together.

■ Our worst influences

Your relationship is more likely to thrive when you surround yourself with people who exhibit relationship-strengthening traits like honesty, loyalty and respect.

■ Our competitiveness

Your partner is not your adversary. Avoid keeping points or trying to "win" every argument. Conflict is natural, but choose your

battles wisely. Ask yourself if twenty years from now the issue still matter. If so, respectfully work through the issue with your partner; if not, hold your peace.

■ Our pride

If your relationship is struggling, don't be afraid to ask for help. When we are sick, we visit a doctor. But for some reason, when facing hardship in one of the most important areas of our lives—love—we are often reluctant to ask for help. But premarital counseling can drop your risk of divorce by 30 percent. And marriage and relationship education (MRE) workshops can help couples in any relationship stage strengthen their communication and conflict management skills.

■ Our fear

By committing ourselves wholly to another person, we put our heart at tremendous risk. Even if we achieve the

impossible—being a perfect partner to our mate—there is no guarantee that our partner will always reciprocate the favor. The thought that your partner could betray or leave you can prompt you to preemptively sabotage the relationship. But there is no shame in having done a relationship well.

Making a relationship last today can seem like a superhuman feat. But enduring love mostly requires us to draw from our more humane traits—kindness, commitment, love, trust and respect. It also requires us to value relationships for more than instant gratification; we need to remember the long-term benefits. A relationship can feel like a risky investment—but it is potentially the most rewarding one we will ever make.

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A photograph of a man and a woman lying in bed together. The man is on the left, wearing a white t-shirt, with his mouth wide open as if snoring. The woman is on the right, also wearing a white t-shirt, looking towards the man with a playful, slightly annoyed expression. They are both under a white blanket. The background is a wooden headboard.

He may not always be charming.
But he's always your prince.

Engagement ring, wedding ring, snoring? It takes more than love to make marriage work. But whether shouldering a cuddle or a good cry, he'll be by your side wherever your journey takes you. Find marriage and relationship tools to help you along your path to happily ever after at TwoOfUs.org.

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America



Question 1:
Why do you think
it is important for
couples to invest
in Valentine's
Day?

Valentine's Day stands for all things romantic and is a great reminder to take the time to show the person you love that you too can be a romantic. Once a year you have so many products at your fingertips so it's easy to step up to the plate.

Love is one of the most wonderful, valuable things in our lives, and like a tune up on a car, we must invest in maintenance to keep it running smoothly.

Holidays are milestones to help us remember what is really important. Valentine's Day is about acknowledging our partner's worth in a deliberate way. Gifts are one way to do that. But what we crave most is for those gifts to be backed by love, loyalty and respect—all year round.

Valentine's Day offers couples a chance to recapture romance and make an ordinary day into a special occasion. Valentine's Day is a unique opportunity to take a moment and appreciate one another, and it's important to remember that even the smallest gesture can go a long way.

Question 2:
What is your
industry doing to
inspire romance?

Offering romance-themed cocktails that are classic, fun and flirty is a nice way to elevate the occasion and to spice things up, especially with themed red and pink cocktails which go hand-in-hand with Valentine's Day. Not to mention, they taste great!

We are inspiring women to be confident, and strong, and empowering them to feel sexy.

Without romance, a relationship can begin to feel like "all work and no play." We are dedicated to providing free expert advice and creative ideas to inspire romance and strengthen your relationship skills—whether you are single, dating, engaged or married.

Sharing a meal is one of the most intimate ways to express romance, and sharing a toast allows couples to capture that romantic moment. A delicious Valentine's Day themed cocktail can make a meal feel more special and romantic and can leave a long-lasting impression. We encourage people to celebrate life and the one's they love every day, but Valentine's Day is certainly a time to pause and savor the moment.



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