

For Immediate Release  
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### Why do you love Hopewell?

HOPEWELL, Va.--The Hopewell Downtown Partnership (HDP) is organizing a Valentine's Day retail promotion that will last for the entire month of February. The HDP is encouraging the community to come Downtown and start a conversation, "Why do you love Hopewell?"

Each participating Downtown business will have conversation hearts available for \$1. Community members will be able to express why they love Hopewell by writing their response on the conversation heart. Each completed conversation heart will be displayed in the business's storefront. Participating businesses can be found at [www.hopewelldowntown.com/shop](http://www.hopewelldowntown.com/shop).

"We hope to fill Downtown with hearts," say Stacey Henderson, Marketing and Events Director for the HDP. "We encourage all of our city leaders and community members to express why they love Hopewell."

The winter months are usually the slowest for retailers, so make sure to shop Downtown Hopewell for Valentine's Day! Stop by the Gardener's Gate to get a fresh bouquet of roses, or try Celia's Gifts for great specialty gifts! Does your someone special love to workout? Stop by K&J Fitness for a gift certificate! Visit [www.hopewelldowntown.com](http://www.hopewelldowntown.com) for a complete list of Downtown businesses and what each business has to offer!

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