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Thursday, March  
9, 2006



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## Cupid loads up on candy, flowers

Adam Hunter, Leader-Post

Published: Tuesday, February 14, 2006

Love it or hate it, Valentine's Day will be celebrated today by couples across the city.

Many Regina businesses expect to be inundated with spouses and daters all day long.

"(Monday) is a little bit busy," said Donna Galbraith, manager of Gale's Florist on 13th Avenue, "but (today) will be worse."

Galbraith said a lot of people order their gifts ahead of time through special orders and arrange deliveries. She added most of the shop's clientele is male.

"Definitely more guys come in. Most of the them know what they're looking for but there are some that need help," she said.

Galbraith said red roses are the most popular item because they represent love.

"Roses, chocolates, and balloons -- that's what people like," she said.

Florists won't be the only Valentine's Day hotspots. Lingerie shops across the city figure to be crowded.

"(Today) will be quite insane. It's almost like Christmas ... thank goodness I have it off," said Georgina Hillman of La Senza in the Cornwall Centre.

Hillman, who said the store's new "Love" line of apparel is a hot seller, noted the store had a really busy past weekend with early Valentine's Day shoppers. Hillman said a large number of the store's annual Feb. 14 shoppers are rarely punctual.

"A lot of guys leave it to the last minute," she said. Shannon Matthews, the spa director at Jane's

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Debbie Galbraith (right) general manager with Gale's Florist and co-worker Tanya Salominen are busy preparing flowers for Valentine's Day.


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Letters



Skin Care and Day Spa, said business is great.

"It's a wonderful time of year -- lots of people buying gift certificates for their loved ones," said Matthews.

Matthews said one of the spa's most popular Valentine's Day promotions for the past couple of years has been a couple's instructional massage. The package involves a 75-minute technical course with a registered massage therapist.

Matthews added customers are starting to understand that spa packages work as great gifts.

"I think a lot of people find it's just a great time of year to choose romantic services that are geared towards someone nurturing you and making you feel better," she said.

Several Reginans met their potential Valentines on Wednesday. Cupid.com held a speed-dating event attended by 21 Regina singles.

Tracy Lewgood, Cupid.com event co-ordinator, said the evening was fun.

"The event went really well. It was only the fourth for Cupid.com in Regina," she said.

Ten women had 10 six-minute dates with 11 men. At the conclusion of the evening, Lewgood collected match sheets from each single. She tabulated the results and notified the daters who had received a match.

"We definitely had quite a few matches. It was a very successful night," she said.

Across North America, Cupid.com attempted to establish a Guinness World Record for speed dating. The service held 123 speed-dating events in more than 100 cities with an estimated 4,800 singles taking part.

"We don't have the final results on the world record yet but we did break a record for Cupid itself for the most events on one night," Lewgood said.

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