



ACCORDING TO A POLL BY HUFFINGTON POST, AMERICANS WILL SPEND APPROXIMATELY **\$17.3 BILLION** CELEBRATING THIS HOLIDAY OF LOVE.<sup>3</sup>

## Luxurious Gifts

COST OUR PLANET MORE THAN YOU KNOW

### TOP GIFTS

**52% OF AMERICANS PURCHASE CARDS, AVERAGE SPEND**

**\$13.33**

Rekindle some childhood happiness and grab the scissors, pretty paper, glitter and glue. Make your own Valentine's Day card. You'll save and it means more.



**50% OF AMERICANS PURCHASE CHOCOLATES, AVERAGE SPEND**

**\$21.47**

Try your culinary skills out making your own chocolates. Not Vosges Haut material? Not to worry, Fair Trade has a great assortment of chocolates to choose from. Just remember to recycle the wrapper after you devour them.



**36% OF AMERICANS GO OUT FOR THE EVENING, AVERAGE SPEND**

**\$71.99**

Grab some fresh herbs, colorful fruits & veggies that look good and taste great. Make a romantic dinner date night at home. After that, make it a couch movie night for two. The quality time will be inexpensive yet meaningful.

**36% OF AMERICANS PURCHASE FLOWERS, AVERAGE SPEND**

**\$77.44**

Make your purchase at your local florist or farmer's market to prevent the CO<sub>2</sub> emissions that come from having them shipped.



**17% OF AMERICANS PURCHASE JEWELRY, AVERAGE SPEND**

**\$150.51**

Nothing makes for a better gift of love than a gift that was made from love. There are plenty of jewelry making DIY kits that contain items you can find in your kitchen.

**13% OF AMERICANS PURCHASE CLOTHES, AVERAGE SPEND**

**\$63.55**

There are many places to make eco-friendly clothing purchases these days. Vintage boutiques often sell high end designer pieces for way less and you can trade them in after you're done with them.



### AVERAGE AMERICAN SPENDING ON VALENTINE'S DAY

<b>2001</b>	<b>2008</b>	<b>2015</b>
<b>\$82.60</b>	<b>\$122.98</b>	<b>ESTIMATE</b>
		<b>\$126.03</b>

### AVERAGE AMERICAN SPENDING

<b>MEN WILL SPEND</b>	<b>WOMEN WILL SPEND</b>
<b>\$168.74</b>	<b>VS \$85.76</b>

1.<http://www.theguardian.com/environment/interactive/2009/feb/11/green-valentines-day-gifts-environmental-impact>, 2.<http://www.theguardian.com/environment/ethicallivingblog/2009/feb/09/pesticides-carbonemissions>, 3.[http://www.huffingtonpost.com/2014/02/05/valentines-day-spending\\_n\\_4733072.html](http://www.huffingtonpost.com/2014/02/05/valentines-day-spending_n_4733072.html) 4.<http://www.infoplease.com/spot/candyhearts1.html>, 5.<http://www.businessinsider.com/americans-will-spend-815-million-on-pets-valentines-day-gifts-2013-2> 6.<http://www.womansday.com/life/holidays/10-fun-valentines-day-facts-103385> 7.<http://www.postconsumers.com/education/eco-friendly-valentines/> 8.<https://www.mint.com/blog/consumer-iq/how-much-do-sweethearts-spend-on-valentines-day-0214/9> 9.<http://www.epa.gov/reg3wcmd/solidwasterecyclingfacts.htm>

Let's make it a Happy Valentine's Day for earth too.

