

How Long Does a Valentine Last?

How many of you still have your Valentine's Day cards from last year? A few. Those that you do keep are typically from your child, grandchild, or that special person in your life. Yet most of us, after a few days or in some cases a few minutes, throw our Valentine's Day cards away.

According to the National Retail Federation, Americans plan to spend an average \$196.31 on Valentine's Day, up 21 percent over last year's previous record of \$161.96. Spending is expected to total \$27.4 billion, up 32 percent from last year's record \$20.7 billion.

The same study reveals that \$1.3 billion of all we spend will be on cards. It is estimated that nearly 150 million cards will be exchanged for Valentine's Day just in the U.S. alone.

Did you know that God created a Valentine's Day card for us? He nailed it to a tree. John 3:16 sums up what I think is the eternal message of love when Jesus said, "For God so loved the world..." That is the Valentine message we here are committed to share. It's a "card" that lasts for eternity!

Give all the cards you can. Add some candy to that mix. Have fun and celebrate the day and those you love! At the end of the day, however, don't forget how desperately our world needs to hear about the love God has for us. Every time you give here, you help us spread the love of Christ. Long after that cherished card deteriorates, the love of Christ remains! So, let's give generously.

Remember, we have multiple ways to give here. Cash, check, text, or online, every dollar goes to help advance the Kingdom; sharing the eternal Valentine, Jesus, with a lost and dying world!
