

♥ Valentine's Day Delights ♥

A Million Ways To Say "I Love You"

(NAPSA)—On Valentine's Day, two traditional ways of capturing the essence of luxury and romance are diamonds and chocolate. And this year, one lucky individual will be able to take those indulgences to the extreme.

The winner of a popular contest sponsored by Godiva and Hearts On Fire, The World's Most Perfectly Cut Diamond, will be able to celebrate the holiday with a \$1,000,000 diamond shopping spree and a year's supply of delectable chocolate. In addition to the Grand Prize winner, two finalists will get \$50,000 in diamond jewelry and a year's supply of chocolates.

With this luxurious promotion, Godiva continues its rich history of developing exquisite chocolate delights. But the question remains: How did this treat get to be associated with Valentine's Day?

Chocolate traditions

Chocolate was originally enjoyed only by the wealthy, and usually in liquid form. But from its earliest days, chocolate has been popular as an aphrodisiac; it contains phenylethylamine, a chemical compound that is present with feelings of love.

Chocolate was first consumed as a solid, in rolls and cakes, in 1674. The chocolate bar didn't come along until 1847. The first heart-shaped chocolate box for Valentine's Day was introduced in 1861 and, within seven years, a new tradition had caught on.

For chocolate lovers

Continuing its own tradition of introducing new morsels exclusively for Valentine's Day, Godiva offers a limited-edition box of Temptation Truffles, introducing the new, tantalizing flavors of Cherry Noir and Chocolate Bliss. And the traditional Valentine's Day Collection features a decadent



Diamonds and chocolates are great ways to say "Be mine" on Valentine's Day. This year, a sweet contest may make them an even more special part of people's celebrations.

assortment of chocolates, primed to ignite passion and satisfy sweethearts on the most romantic day of the year. The chocolates can be found in luscious assortments in heart-shaped boxes or with light-hearted plush bears hugging petite boxes of chocolate.

Inside 100 boxes from the Valentine's Day collection are tickets for an instant-win sweepstakes. Winners get a \$1,000 gift certificate for Hearts On Fire diamond jewelry and a year's supply of chocolate.

The Valentine's Day 2007 Collection is available beginning January 9th in Godiva boutiques, finer department stores and specialty shops across North America, as well as through the company's toll-free number, (800) 9-GODIVA, and online at www.GODIVA.com.

Romantics may enter the \$1,000,000 contest using a participation code found at Godiva boutiques and at over 600 authorized Hearts On Fire retailers. Rules and other details about the sweepstakes, as well as a way to enter free, are available online at www.GODIVA.com/heartsonfire.