

HOW

# CONSUMERISM

## STOLE VALENTINE'S DAY

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THE HOLIDAY OF LOVE, ROMANCE AND CHOCOLATE, RIGHT? **WRONG.** EVERY YEAR, MILLIONS OF AMERICANS LOOK FORWARD TO VALENTINE'S DAY, SEEING IT AS A DAY TO CELEBRATE THEIR SIGNIFICANT OTHER. BUT IN REALITY BIG CORPORATIONS PREY ON THEIR CUSTOMERS MONEY IN RETURN FOR MATERIALISTIC GIFTS. NOT TO MENTION, COMPANIES USUALLY MARK UP THEIR PRICES IN SPITE OF FARMERS AND FACTORY WORKERS MAKING CLOSE TO NOTHING.

IN 2022

# \$24 BILLION

DOLLARS WERE SPENT ON VALENTINE'S DAY GIFTS AND CELEBRATIONS

WHICH HAS INCREASED BY **\$10 BILLION** SINCE 2012, ACCORDING TO THE NATIONAL RETAIL FEDERATION

FROM A YOUNG AGE, VALENTINE'S DAY WAS INSTILLED IN THE MINDS OF AMERICANS AS A HOLIDAY FOR CAPITALISM AND CONSUMERISM. IT VALUES IMPERSONAL, MATERIAL GIFTS OVER REAL EXPERIENCES AND SENTIMENTAL LOVE. SINCE ELEMENTARY SCHOOL, STUDENTS PASS AROUND VALENTINES DAY CARDS, WHICH IS ALREADY TEACHING CHILDREN THAT LOVE CAN BE BOUGHT.

**UNDER THE PRETENSE OF VALENTINE'S DAY, CAPITALISM HAS WEAPONIZED LOVE IN ORDER TO GAIN FINANCIAL PROFIT.**

MAKE YOUR OWN CARD OUT OF RECYCLABLE MATERIALS

OPT TO HAND-MAKE GIFTS INSTEAD OF STORE BOUGHT. ITS THE THOUGHT THAT COUNTS!

GIFT A LIVING PLANT INSTEAD OF CUT FLOWERS

### WAYS TO CELEBRATE VALENTINE'S DAY AS A CONSCIOUS CONSUMER

BUY CHOCOLATE FROM A FAIR TRADE COMPANY TO ENSURE FAIR PAY FOR FARMERS!!

IF YOU DECIDE TO BUY A GIFT, GO FOR SMALL BUSINESSES OR POC-OWNED BUSINESSES!

BIG CHOCOLATE COMPANIES SUCH AS HERSHEY'S, NESTLE AND MARS USE UNETHICAL WAYS TO PRODUCE THEIR SOUGHT-AFTER PRODUCTS. ANOTHER HEAVILY GIFTED PRODUCT WITH UNETHICAL STANDARDS: JEWELRY. ABUNDANT EVIDENCE SHOWS HUMAN RIGHTS ABUSE IN DIAMOND AND METAL MINING. CARDS ARE ALSO HEAVILY PURCHASED THROUGHOUT THIS HOLIDAY, BUT MANY FAIL TO REALIZE THAT MOST CARDS ARE NOT MADE WITH RECYCLABLE MATERIALS. EVERY YEAR THOUSANDS OF CARDS ARE DISPOSED IN LANDFILLS, STARING THEIR HUNDRED YEAR PROCESS OF BEING DECOMPOSED