



\*\*\*FOR IMMEDIATE RELEASE\*\*\*

**NO LOVE LOCKS ENCOURAGES “LOVE, NOT LOCKS” IN PARIS  
WITH THEIR ANNUAL VALENTINE’S DAY  
SOCIAL MEDIA CAMPAIGN**

**Paris, February 7, 2017 — For Valentine’s Day, No Love Locks will launch a viral campaign on social media asking people to share their lock-free love for the city, showing empathy for the people of Paris and respect for the city’s history.**

For the fourth straight year, No Love Locks is declaring Valentine’s Day, “No Love Locks Day” with a social media campaign aimed at educating tourists and the tourism industry about the damaging effects “love locks” are having on the heritage sites and public spaces of Paris. With an estimated 1 million locks on the bridges and monuments of Paris, and 2 million keys in the Seine, the impact is felt culturally, environmentally, and economically.

The campaign is even more timely this year, launching just after the airing of American cable network Hallmark Channel’s film “Love Locks,” which romanticizes the trend, delivering a blow to the city just after the costly restorations of the Pont des Arts and Pont de l’Archevêché. The stars of the film, Rebecca Romijn and Jerry O’Connell, bragged on a U.S. national morning television show about putting not one, but two locks on the Pont des Arts, further encouraging “love locks” in Paris.

The city government has already declared an end to “love locks” with the installation of glass “lock-proof” panels on the Pont des Arts and the Pont de l’Archevêché, and has been actively encouraging visitors to take advantage of the many other romantic things to do in Paris, the City of Love. Currently, there are still over 10 bridges affected in the center of Paris, the entire quay along the Seine, and several landmarks, including the Eiffel Tower.

The No Love Locks Valentine’s Day campaign and its message, “Give Paris Love (Not Locks),” will include the hashtag **#NoLoveLocksDay**, and will launch on **February 10th, continuing through midnight PDT on February 14th**. With a message of affection and respect for the city and for the people of France, this year’s campaign encourages people to support Paris by sharing this message across social media instead of adding more unwanted locks to the city’s already over-burdened bridges.

No Love Locks will be directing people to their website, **NoLoveLocks.com/NoLoveLockDay2017**, for sharable graphics and more information on how to take part in the campaign.

***NO LOVE LOCKS** is an initiative launched in January 2014 by two residents of Paris, Lisa Anselmo and Lisa Taylor Huff, to preserve the more than one dozen historic bridges and monuments of Paris, which have been severely damaged by the “love locks” tourist trend. Their online petition garnered over 11,000 signatures from supporters in 70 countries around the world with approximately 70% of signatures originating from within France. To date, over 150 articles about the No Love Locks campaign have been published globally in more than a dozen languages.*

Facebook: **[Facebook.com/NoLoveLocks](https://www.facebook.com/NoLoveLocks)**

Twitter: **[www.Twitter.com/NoLoveLocks](https://www.twitter.com/NoLoveLocks)** and **#NoLoveLocks**

Site Web & Blog: **[NoLoveLocks.com](http://NoLoveLocks.com)** (English and French)

**Contact**

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