Lover-ly village cashes in on Cupid effect

Frankly my dear: Villager Katie Small BNPS

THE Wiltshire village of Lover is cashing in on Valentine's Day by launching its own postal service allowing cards to be sent from the romantic address.

A pop-up post office has been set up but anyone around the world can buy a card online and have it sent with the special frank. 'We hope thousands of people enjoy this heart-warming service,' said Nick Gibbs, chairman of the Lover Community Trust.

The initiative is part of a campaign to raise money for a village community centre.

SHOPPERS will spend £28million on gifts for their Valentines on 'Red Saturday' tomorrow, with a total of £713million being splurged before February 14 rolls around. Scots will be the most generous, shelling out £31 each on average, a report by dating site eHarmony predicts.