Celebrate Colombia's Valentine's Day



Día de Amor y Amistad (Day of Love and Friendship) is celebrated on the third Saturday of September every year in Colombia. This is essentially the Valentine's Day of Colombia, it is a day when lovers, husbands and wives, couples, and friends express their love and affection.

History of Valentine's Day (a.k.a. Saint Valentine's Day)

The origin of Valentine's Day can be traced back to ancient Rome. Most scholars believe that the Saint Valentine of the holiday was a priest who attracted the disfavor of Roman emperor Claudius II in 270. Supposedly Claudius had prohibited marriage for young men. He claimed that bachelors made for better soldiers. But Valentine continued to perform marriage ceremonies in secret, and he was eventually apprehended by the Romans and put to death. Another legend has it that Valentine, who was imprisoned by Claudius, fell in love with the daughter of his jailer. Before he was executed, he supposedly sent her a letter signed "from your Valentine." Chaucer and Shakespeare both romanticized Valentine's Day in their work, and it gained popularity throughout Britain.

Valentine's Day eventually made its way to the U.S., and Hallmark started mass-producing Valentine's cards in 1913, which was the start of the massive commercialization of Valentine's Day in the U.S. Valentine's Day is very big business in the U.S. The National Retail Federation estimated that U.S. consumers would spend a total of USD 20.7 billion on Valentine's Day in 2019. Día de Amor y Amistad is also a big business in Colombia. In 2016, sales on this day reportedly hit 38 billion pesos ($13.1 million) in Colombia just for credit and debit card sales, up 15 percent from the prior year.

History of Dia de Amor y Amistad

In several countries in Latin America, including Colombia, Valentine's Day is known as Día de Amor y Amistad. In many countries in the world like the U.S., Canada, and the U.K., "Valentine's Day" remains on February 14. Most notably, Colombia changed the date in 1969. Reportedly merchants in Colombia wanted to change the date so that this day would be in September on the third Saturday of the month. This was so merchants could sell more roses and chocolates in September, which is a month that has no holidays in Colombia. A few other countries besides Colombia in Latin America use different dates. For example, in Bolivia, this day is on July 23. And in Brazil, Día de los Novios is on June 12.

Typical Romantic Gifts in Colombia



Gifts for this day in Colombia normally vary according to budget and whether the recipient is a friend girlfriend/boyfriend or spouse. Typical romantic gifts in Colombia include chocolates and other candy, roses and other flowers, cards, a romantic dinner and even dancing afterward, an invitation to the movies, cuddly toys, jewelry, clothing, perfume, etc.

The bottom line is that Valentine's Day is known as Día de Amor y Amistad in Colombia, celebrated in September. Still, in some places like the United States, people celebrate Valentine's Day on February 14, but it is essentially the same celebration.

Text adapted from:
https://medellinguru.com/dia-de-amor-y-amistad/#:~:text=Most%20notably%2C%20Colombia%20changed%20the,has%20no%20holidays%20in%20Colombia.

LIVEWORKSHEETS

Comprehension Questions:

1. When is Día de Amor y Amistad celebrated in Colombia?
   a. The 1st Saturday of September.
   b. The 3rd Saturday of September.
   c. The 3rd Sunday of September

2. Where did Valentine's Day start?
   a. In Italy. b. In The United States c. In Ancient Rome.

3. What did Claudius II do to young men in Rome?
   a. He encouraged them to get married.
   b. He He prohibited them from getting married.
   c. He married them.

4. How did Valentine show love while imprisoned?
   a. He performed wedding ceremonies.
   b. He sent gifts with a card that read "from your Valentine."
   c. He sent a letter signed "from your Valentine."

5. Which company started mass-producing Valentine's cards?
   a. Hallmark. b. Wallmart. c. Halmart.

6. How much did U.S. consumers spend on Valentine's Day in 2019?
   a. $20.7 billion. b. $12.7 billion. c. $20.7 million.

7. Why did Colombia move the celebration to September?

Answer: _____

True or False

Read each statement decide if it is true or false and say why.

1. Hallmark started mass-producing Valentine's cards in 1913. ____
2. In Colombia, they give gifts like chocolates and flowers for Día de Amor y Amistad. ____
3. Valentine's Day is celebrated on February 14 in Bolivia. ____
4. A common gift in Colombia is a romantic dinner and dancing. ____
5. The celebration of Día de Amor y Amistad is only for couples. ____
6. Valentine's Day is a public holiday in the U.S. ____

LIVEWORKSHEETS