

# Love is in the air at EthicalSuperstore.com

Submitted by: Ethicalsuperstore.com (PointOV)

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"You make my pants want to get up and dance"

...sang Dr. Hook (genius)

"Just make sure they are fair trade, organic cotton pants ok?"

...say the kings & queens of online ethical shopping over at Ethical Superstore

Okay, so here's the score. Valentines Day comes but once a year. You journalists have probably been getting tonnes of emailed releases for weeks, nay months, with all kinds of shiny, pink, red and gold gift ideas. Heart-shaped this and chocolate that. So because we like to do things a little differently here at Ethical Superstore, we aren't going to send you ideas for your Valentines shopping pages.

You see, the thing is, we don't think Valentines Day should be any different from any other day. If you love someone, then tell them now. Right now. Call them (even better turn up unannounced with big bunch of home-made origami flowers <http://www.origami-instructions.com/origami-flowers.html> ) and tell them just how amazing they are and how much they mean to you.

Because today is the day. The day to make your friends / boyfriend / girlfriend / wife / husband / gran / mum / brothers / sisters / dad / children / grandparents / aunties / uncles / the man in the local shop / your dog / cat / goldfish / stick insect just how bloomin' great you think they are.

And if you want to buy someone something to show that you love them then you can come here [www.ethicalsuperstore.com](http://www.ethicalsuperstore.com) and find something nice, made and sold by nice people. We do a good line in organic champagne. If you can't find what you want then ask us ... we promise to find something you and the love of your life will like.

Until next time, au revoir, and try to remember...all you need is love.

Love today and every day from everyone at [www.ethicalsuperstore.com](http://www.ethicalsuperstore.com)

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Ends

For more information or images please contact Twanna Doherty at [Ethicalsuperstore.com](http://Ethicalsuperstore.com) on 0191 4828755 or [twanna@ethicalsuperstore.com](mailto:twanna@ethicalsuperstore.com)

Notes to editors

Images are available for media on request.

-- Ethical Superstore is a one stop online shop for ethical gifts, eco-friendly gadgets, fairtrade and organic groceries offering the best possible service at all times to its customers

-- With more than 4,000 products just a mouse click away, it is the perfect place for ethical shopping  
-- From organic wine to Fairtrade coffee, from vegetarian food to cosmetics free from animal cruelty, Ethicalsuperstore offers an amazing range of products that help you to buy what you believe