

## News release

### **Save money and boost your relationship this Valentine's Day Relate Cambridge releases top tips**

With Valentine's Day fast approaching, many couples in the South East may want to express their love with an extravagant gift or night out together. Despite this, there are growing fears about the expense at a time when Christmas bills may still need paying.

- Recent research carried out by YouGov on behalf of the UK's leading relationship support charity, Relate, found that 39% of people in the UK said they were worried about the cost of festive celebrations.\*
- A separate study for the charity found that 55% of people living in the South East think money worries put one of the biggest strains on relationships today.\*\*

In response to these findings Elaine Taylor, Counsellor at Relate Cambridge, has suggested there are plenty of ways people can express their love this Valentine's Day without breaking the bank. She said:

"There can be a lot of pressure around times like Valentine's Day and it can get expensive. Thinking 'outside the box' can really help – gifts don't have to cost the earth or even anything at all.

"If you're thinking of giving a gift for Valentine's, maybe ask yourself what your loved one would appreciate most before getting out the credit card, particularly if Christmas debts are still a problem. It's easy to make assumptions that your partner wants expensive flowers or aftershave when perhaps they would be just as appreciative – if not more – of a handmade card or breakfast in bed."

From its experience working with thousands of couples every year, Relate has identified open communication as a cornerstone of happy and loving relationships. The charity suggests one way to make the most of Valentine's Day is to use it as an opportunity to talk to your partner and find out what gestures make them most happy.

"This is a great opportunity for two people to talk to each other and find out what they most want as a treat," added Elaine.

"It doesn't have to cost anything – what's most important is it shows you've listened to them and how much you care."

#### **Relate's top tips for a cheap and original Valentine's Day**

##### **Don't feel you have to spend the earth**

Romance is not necessarily something you have to buy – the sweetest things often cost nothing. A dozen expensive roses might seem like a grand romantic gesture but so is breakfast in bed or carrying out a chore you know your partner hates!

##### **Put some thought into it**

Think about what the person wants, not what you think they should want. Thoughtfulness is one of the most romantic qualities a partner can possess.

##### **Be creative**

Why not unleash your creativity by making your own Valentine's card or cooking a batch of heart-shaped cupcakes? Not only will it keep costs down but it will also show you partner a different side to you.

##### **Do your research**

Try speaking to your friends or children to see if there is anything your partner has mentioned they would really like. When you surprise them with something they have wanted for ages, they will think you have read their mind!

Relate Cambridge offers information, advice and counselling for all stages of relationships, including couple counselling to build and maintain strong relationships. For more information call [01302 347712](tel:01302347712).

ENDS.

For all media enquiries contact Elaine Taylor on [01302 347712](tel:01302347712)

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## **Relate Cambridge – supporting relationships at every stage of your life**

\*The survey was carried out by YouGov Plc. Total sample size was 2,040 adults. Responses were gathered between 30th and 31st October 2014. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).

\*\* The survey was carried out by YouGov Plc. Responses were gathered between 25 February and 18 March 2014. The results were weighted to make the data more representative of the population (of UK adults aged 16+) in terms of age, gender, region and country, and an indicator of social class (based on census information). The total sample size was 5778 adults (aged 18+).

### **Notes to editors:**

- Relate champions the importance of strong and healthy relationships as the basis of a thriving society.
- Relationships are under increasing pressure – breakdown costs the UK an estimated £46bn each year.
- Relate provides impartial and non-judgmental support for people of all ages, at all stages of couple, family and social relationships.
- Over a million people every year access information, support and counselling from Relate but it's clear many more would benefit from Relate services.
- Relate's couple counselling work delivers an estimated £11.40 of benefits for every £1 spent.
- Relate's services extend beyond relationship counselling to family counselling, counselling for young people, sex therapy and informal courses and workshops and are offered through a network of around 1,700 counsellors across the country.
- Relate celebrated its 75<sup>th</sup> birthday last year.
- For more information and advice visit: [www.relate.org.uk](http://www.relate.org.uk).