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Photo by Sean Poston

University students have been filling up the bookstore's "Wall of Love" with Valentine's Day messages.

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Bookstore boasts larger-than-life card

Valentine's Day love is expressed in different ways by different people. Some send cards, some send flowers and some may choose to use the University Bookstore's "Wall of Love."

The "Wall of Love" is the bookstore's version of a giant Valentine's Day card. It's a large poster that hangs inside the front entrance to the store, waiting to be decorated with messages, that is available for anyone to

publicly express their love. One of the bookstore's display artists, Judy Sanfilippo, came up with the idea last year. Staff member Beverly Effinger created this year's version of the wall.

The poster is decorated with hearts, and chalk pencils are provided for writing messages. After the hearts are all filled, the extra space on the poster can also be used for messages. There is always room to

squeeze in a note. Like last year, the response to the wall is overwhelming. "The messages have been surprisingly positive," said Marianne Erwin, bookstore promotion manager. Both years, the wall has almost filled up on the first day.

The bookstore's purpose is to get people involved in Valentine's Day. The wall caters to different facets of the community and draws people together through love, say staff members at the store.

"You see all these people showing their happiness by writing about their love in front of everyone," said University student Aida Tafari.

Because the wall is so successful, bookstore promoters see it as a potential annual event. "It's not a big promotion deal for the store necessarily," Erwin said. "It's just for fun!"


"I think it is a great idea," said bookstore customer Doug Clark. "I've never seen it done before."

Bookstore employees have noticed the positive response to the giant card also. "People are always coming up to me and asking if it is OK if they write on the wall," said bookstore cashier Sharon Bauer.

"We see people laboring over their messages, trying to say just the right thing," Erwin said.

Whether it is a detailed poem or a message written in another

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