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**AUTHOR AND SPEAKER ON WOMEN'S SELF-LOVE
DECLARES FEBRUARY 13TH "MADLY IN LOVE WITH ME DAYTM"**

The first international holiday to offer women the kind of lasting happiness that only comes by truly loving one's self

San Francisco, CA – What woman couldn't stand to love herself a little bit, probably a whole lot, more? Today's over-worked, over-stressed, do-it-all woman spends far more time criticizing, judging, and comparing herself than she does loving herself. And, like the generations of women who came before, today's woman has been trained to keep giving to others to the point that there's nothing left for herself. So much so, that even when she does remember to give to herself, instead of feeling happy, she feels guilty.


According to women's self-love catalyst and author Christine Arylo, women need a helping hand to be able to say, "Yes! It's okay, actually better than okay, to love ME." February 13th and **Madly In Love With Me DayTM** offer just that opportunity.

Whether in relationship or single, while everyone else focuses just on loving others this Valentine's Day, women can now celebrate the day before by loving themselves first.

In cities around the world, women can participate in this day of "loving ME" on their own, or by getting together with their girlfriends. Women can sign up to get a free **Madly In Love With Me DayTM Kit** at www.madlyinlovewithme.com full of all that a woman needs to know when it comes to self-love. From ten tips on how to love yourself more, to complete instructions on how to marry yourself, to zany but practical ideas on how to keep the love affair going all year long. Also available is the **Madly In Love With Me DayTM Party Girl Guidebook** full of ideas and information for women on how to put together a party with their friends. Women can also share their musings and photos from the day with other women on the event's Facebook page.

San-Francisco based women can attend a party thrown by Arylo at Hive Salon in San Francisco from 7-11pm on February 13th. (www.madlyinlovewithme.com/events)

Arylo's book **CHOOSING ME BEFORE WE, The Every Woman's Guide to Life and Love** will be released by publisher New World Library on February 13th. Designed to challenge and guide women to create the relationships they want instead of the ones they often find themselves stuck in, **CHOOSING ME BEFORE WE** is packed with stimulating and truth-provoking questions, powerful yet fun techniques, and real-life experiences shared by Arylo, her friends and her clients.

 **me**™ Madly in Love with METM was started by inspirational catalyst Christine Arylo to inspire, challenge and guide women and girls around the world to be, love and live their most real self. Madly in Love with METM offers workshops and events, a special line of apparel and journals, as well as the Madly in Love with METM necklace, designed specifically for women to wear as a statement of their self-love. A portion of all proceeds is shared with the Girl Scouts of America.

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