Valentine’s Day: A Brief and Slightly Dark History

Although the holiday’s origins aren’t totally clear, the ancient Roman holiday of Lupercalia is a good place to start. Between February 13-15, Roman men would sacrifice a goat and a dog and then whip women with their hides, believing it would increase female fertility. The holiday also included a matchmaking lottery, where names were drawn from a jar and the two would remain "coupled" for the remainder of the holiday- or longer if they desired. The name of the day can also be traced back to ancient Rome. Emperor Claudius II ordered the execution of two men, both named Valentine, on February 14 of two different years in the 3rd century A.D. These two men were honored as martyrs by the Catholic Church with the celebration of St. Valentine’s Day. But it wasn’t until many years later in the 5th century that Pope Gelasius I mixed St. Valentine’s day with Lupercalia in an effort to overshadow the brutal and pagan nature of the holiday. Over the years, famous writers like Chaucer and Shakespeare further romanticized the holiday and it soon became popular in Britain and the rest of Europe. In the Middle Ages, handmade paper cards became popular tokens of affection. After the holiday had made its way to the New World, factory made cards became common in the 19th century thanks to the industrial revolution. In 1913, Hallmark Cards began mass producing valentines. And with that, the Valentine’s Day we know and love (or hate) today was born...

Galentine’s Day: Pop Culture Creates a Holiday

February 13 has come to be known as "Galentine’s Day" thanks to the NBC sitcom "Parks and Recreation." In an episode from 2010, Leslie Knope (played by Amy Poehler) hosts a brunch party for her female friends the day before Valentine’s Day in celebration of their friendship. The holiday has caught on, and now even Hallmark makes Galentine’s Day cards.

Sources:
https://www.npr.org/2011/02/14/133693152/the-dark-origins-of-valentines-day