‘He Loves Me Not’ Valentine’s Day Campaign

PRESS RELEASE

FOR IMMEDIATE RELEASE

Glasgow Women’s Aid launches Valentine’s Day Campaign ‘He Loves Me Not’

Overview

Our 'He Loves Me Not' campaign challenges the traditional notions of love and romance, highlighting how these ideals can be manipulated to mask coercive control. While Valentine’s Day is often portrayed as a celebration of love, for many of the women we support, it is a painful reminder of the ways in which love has been used as a tool for control, manipulation, and abuse.

The Message

A phrase we hear all too often from women reaching out to us is: "Oh, he only does it because he loves me…" This heartbreaking sentiment reflects a widespread misconception that abuse can be excused or justified under the guise of love. Our campaign aims to challenge this narrative and expose the reality that:

Love should never hurt.

Love should never manipulate.

Love should never control.

Why This Campaign Matters

Valentine’s Day is surrounded by expectation and pressure, reinforcing idealised images of romance. However, for many survivors of domestic abuse, it can be incredibly triggering. Coercive control thrives in an environment where possessiveness and dominance are mistaken for love and devotion. By shining a light on these issues, we hope to:

* Encourage critical thinking about the messages we internalise about love and relationships.
* Empower survivors to recognise the signs of coercive control.
* Challenge societal norms that romanticise controlling behaviours.
* Challenge the media to expand their thinking on portrayals of love, relationships and domestic abuse.

Campaign Elements

Visual Imagery: The campaign features powerful imagery, including some Valentine’s Day scenes that show the impact of violence and abuse.

Social Media Awareness: A series of impactful posts exploring how phrases like "He loves me, he just gets jealous" or "He does it because he cares" mask harmful behaviours. We feel it is important to use women’s voices to help to spark meaningful discussions and also allow women experiencing domestic abuse to identify with those images and in doing so be able to seek help.

Call to Action: Encouraging women to reflect on their relationships and seek support if love feels more like control than care.

Public Engagement: Partnering with organisations and influencers to spread awareness about coercive control and challenge the misconceptions surrounding love and abuse.

Collaborating with Glasgow City FC

We are proud to be collaborating with Glasgow City FC, ‘The Original Trailblazers for Women and Girls’, who have previously supported us by selling match-worn t-shirts to raise funds for our cause. As part of the 'He Loves Me Not' campaign, we will be taking photographs with the team to help highlight our message and amplify awareness. Additionally, on 14th February, we will have an advert displayed at Petershill Stadium during Glasgow City FC’s game against Celtic, reinforcing our campaign’s message to a wider audience. The game will be broadcast on BBC Scotland at 7.30pm.

Call to the Press & Journalists

We need your help to amplify this message. The media plays a crucial role in shaping conversations around love, relationships, and domestic abuse. By covering the 'He Loves Me Not' campaign, you can help raise awareness and challenge harmful societal narratives.

Ways you can support:

* Feature survivor stories to shed light on the reality of coercive control.
* Share our campaign visuals and messaging through your platforms.
* Engage in discussions on the misconceptions surrounding love and control.
* Encourage open conversations by including expert opinions and survivor perspectives.
* Highlight Glasgow Women’s Aid’s crisis helpline number and signpost survivors to our website to access information and support.

Your support can help us change the way society views coercive control and prevent harmful relationships from being misrepresented as ‘romantic’ or ‘passionate.’ This is hugely important and could literally save lives.

Conclusion

Through 'He Loves Me Not', we aim to reshape the conversation around love, making it clear that true love is built on respect, trust, and equality - not fear, control, or manipulation. This Valentine’s Day, we stand with survivors and remind everyone that love should feel safe, not suffocating.

Your support will assist in shifting the public’s perception of coercive control and stops people from believing that toxic or damaging relationships are healthy and normal. We must join forces to ensure everyone can experience love without danger.

Contact Information

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