

FOR IMMEDIATE RELEASE:

February 3, 2015



CONTACT

Monique O'Grady

202.434.2563 or media@aarp.org

AARP Ambassador Dr. Pepper Schwartz Advises Americans 45-Plus to Travel to Rekindle Their Relationships this Valentine's Day

New Video Highlights the Importance of Romantic Travel for Healthy Relationships

Washington, D.C. (February 3, 2015) — AARP Travel's (<http://travel.aarp.org>), newest research on Romantic Travel reveals that 85% of Americans 45-plus have not taken a romantic vacation in the past two years. Therefore, AARP Love and Relationships Ambassador Dr. Pepper Schwartz explains in a [new video](#) that couples should plan a romantic getaway in order to spend quality time and bolster their relationship.

"There is every indication that romantic travel really does refresh a couple's relationship, makes them feel more in love, and makes them crave each other's company," said Dr. Pepper Schwartz, co-author of the newly released book *Places for Passion*. "And there is also research, which indicates that trying something new is the best bonding mechanism of all."

But, if a vacation is good and good for you, why are the numbers of those who have taken romantic vacations so low? According to AARP Travel research, people most often cite busy schedules and tight budgets as the primary reasons to forgo a vacation. However, with smart and easy-to-use tools and resources, the perfect romantic vacation can be just as relaxing to plan as it is to enjoy. Dr. Pepper Schwartz's book, *Places for Passion*, outlines 75 destinations across the world for couples to explore and create new memories. Furthermore, AARP Travel (www.aarp.org/romantictravel) includes information about most of those destinations on the website alongside other planning guides, which can be valuable tools for couples looking to enhance their relationship this Valentine's Day weekend.

To watch Dr. Pepper Schwartz talk about AARP Travel's research on Romantic Travel, please visit:

http://origin-gps.onstreammedia.com/origin/multivu_archive/MNR/66070_Pepper_Schwartz_Valentines_Day_0202.mp4

For more information about AARP's research on Romantic Travel, please visit:

<http://www.aarp.org/romantictravelresearch>

###

About AARP

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; www.aarp.org; AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.