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Marc Rudov Leads Fourth Annual Valentine's Day Boycott

Globally Known Author & Radio/TV Personality Available for Media Appearances

Los Gatos, Calif., January 12, 2010—Marc H. Rudov, globally known author, relationship coach, speaker, and radio/TV personality, announces today his availability for media appearances to discuss and promote his fourth annual [boycott of Valentine's Day](#).

Says Mr. Rudov: "Valentine's Day is the most unromantic day of the year. True romance is spontaneous, unexpected, voluntary, and mutual—all nonexistent on Valentine's Day. Advertisers treat men like spineless eunuchs, exhorting them to buy women teddy bears, pajamas, flowers, and diamonds—or sleep on the couch. Meanwhile, our hypocritical society doesn't pressure women to indulge men—on February 14th or ever. Do men fight back? No. They drink beer, watch football, sulk, and live in fear of their wives and girlfriends. So, I urge all real men to reject this nonsense and, instead, join my boycott of Valentine's Day."

About the Author

Marc H. Rudov, The NoNonsense Man®, is a globally known author, relationship coach, speaker, and radio/TV personality. He's the author of *Under the Clitoral Hood: How to Crank Her Engine Without Cash, Booze, or Jumper Cables™*, *The Man's No-Nonsense Guide to Women: How to Succeed in Romance on Planet Earth™*, and over 120 articles on dating, sex, marriage, divorce, gender politics, and men's rights. Currently, he's writing his third book, designed especially for women.

Rudov has appeared on radio and TV programs around the world, from *The Howard Stern Show* to *The O'Reilly Factor* on Fox News Channel, has been quoted in many publications, including the *Wall Street Journal* and the *Los Angeles Times*, and is the 2008 recipient of the National Coalition of Free Men's "Award for Excellence in Promoting Gender Fairness in the Media." For more information about Marc Rudov, go to <http://TheNononsenseMan.com>.

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