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Real Men Boycott Valentine's Day

Radio/TV Personality Marc Rudov to Lead Fifth Annual Embargo of "Nomance Day"

Los Gatos, Calif., January 11, 2011—Marc H. Rudov, author, relationship coach, speaker, and radio/TV personality, announces today his fifth annual [boycott of Valentine's Day](#), which he calls "Nomance Day."

Mr. Rudov, globally known for promoting equality between men and women, opined: "There's nothing romantic about coercing men to oblige female entitlement. Valentine's Day artificially and unilaterally caters to women. It's the media's annual male-bashing fest; that's why I call it "[Nomance Day](#)" and expect all real men to boycott it. In the upcoming Super Bowl, there won't be one commercial urging women to buy gifts for men. In fact, Faith Hill will appear in an emasculating Teleflora spot to condescendingly help a hapless sound technician shop for his girlfriend. Any man who buckles to society's pressure to buy her overpriced flowers or jewelry or meals on February 14th is a eunuch desperate for sex, and he needs to grow a pair."

About Marc Rudov

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 130 articles on dating, sex, marriage, divorce, and misandry in media and public policy. 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* to *Geraldo at Large*, 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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