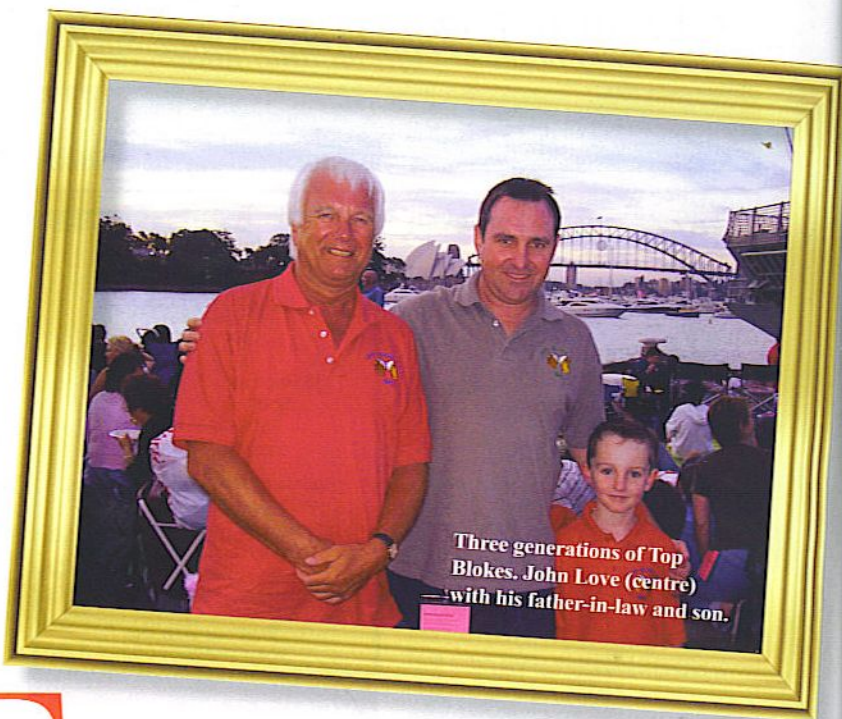


# JOHN LOVE



Three generations of Top Blokes. John Love (centre) with his father-in-law and son.

Valentines Day... Mothers Day... Fathers Day... Grandparents Day... **Tim Baker** meets a bloke who just wants a day where he can just do what he wants...

**W**ouldn't it be great to live in a world where ordinary blokes, like you and me, were celebrated? Just one day, free of obligations just to do whatever you wanted? Ordinarily a man taking a day off wouldn't be enough to qualify for the *Beer & Brewer* Hall of Fame. But thanks to John Love, the world now celebrates 'Top Bloke Day'.

John is just a normal guy, a family man and father of two living on the New South Wales Central Coast. He works for a telecommunications company and likes a beer with his mates. He heads down to the local brew-on-premises to concoct his own recipes

so he can enjoy keg beer at home and has a wife fully supportive of his quest.

So what makes him special? He is the inventor of Top Blokes Day.

Let's be honest. We've probably all thought about it over a beer or two, inventing our own holiday. Most of us have probably done it once or twice to get a day off work. But just how exactly does something like this officially come about?

"I was walking through a store and saw in the card section a card for Grandparents Day," John says.

"I thought, 'what is the world coming too?'" All these days where you feel obligated to purchase cards, buy presents and are bullied into it by the card companies and the major retailers. I'm not much one for commercialisation."

The one day John dislikes the most is Valentines Day. His view is that Valentines Day started out as a day where you would pass on a card to a person you liked with or without telling them who you are.

"It has grown into an industry where you have to buy overpriced flowers, get some expensive gift and eat at a restaurant that

has hiked its prices up for the night," John says.

"It is indeed a joke and blokes aren't really into it anyways. We do it because the women expect it. I don't subscribe to it as I can treat my wife to all those things on any other day of the year, and I do."

So, John began thinking. He came to the conclusion that if blokes weren't really into it, then why couldn't there be a day to celebrate without any preconceived rules or expectations? In a moment of sheer genius 'Top Bloke Day' was born and made official.

"All the blokes I work with loved the idea and so I registered the concept. The response has been positive, from the blokes anyways. The women mostly argue that every day is Top Bloke Day. Wish it bloody was but the fact is it ain't."

Now on the first Saturday of November, each and every Top Bloke gets to enjoy a day to do just what they want to do. No one has to buy them a gift or a card, give them breakfast in bed or take them to dinner. Instead a Top Bloke gets to do what they want. They don't have to go anywhere they don't want to, they don't have to buy any presents for anyone and they get to enjoy the day their way.

First celebrated in 2001, Top

Bloke Day has grown larger every year as more and more men take part. Last year John spent his day with a bunch of other blokes at the Hunter Valley's Bitter and Twisted Beer Festival and this year will be combining a day of beer and bowls.

But the question on every female reader's lips is, "Will we ever see a Top Chicks Day?"

"When the women whinge why there isn't a Top Chicks Day I argue that it would never happen and here is a good example why," John explains.

"Take the simple barbeque.

A mate rings and asks you to come over for a barbeque on Saturday. Bring your own grog and meat for 2pm Saturday. That's enough for a guy, but then you tell the wife. She asks: 'who else is coming, what will people be wearing, should I bring a salad, what time will it go till, etc, etc, etc'.

"Therefore, Top Chicks Day would become far too complicated and structured to get off the ground." Righto!

John Love, we salute you. Happy Top Bloke Day, see you in November for a beer.

To find out whether you and your mates qualify as a Top Bloke, head to [www.topblokeday.com](http://www.topblokeday.com) and take the Top Bloke Quiz. ☑

TOP BLOKE DAY



1ST SAT IN NOV.