

AMERICAN SWEDISH HISTORICAL MUSEUM

Contact: Caroline Rossy
Membership and Marketing Coordinator
Tel: 215-389-1776, Fax: 215-389-7701
Email: crossy@americanswedish.org



-- MEDIA ALERT --

**Celebrate Summer in Swedish Style at
MIDSOMMARFEST
Saturday, June 18, 2011 from 4pm to 7:30pm
At the American Swedish Historical Museum**



Get in the spirit of summer by raising the *midsommarpole*, wearing a wreath of flowers in your hair, and enjoying ring dances and games at the American Swedish Historical Museum's annual *Midsommarfest* on Saturday, June 18, 2011 from 4:00 to 7:30pm. The *Midsommarfest* is a day of fun for the entire family with Swedish food, music, dance, raffles, games and activities for kids of all ages. The cost is \$10.00 for adults and \$4.00 children 4-12; children under 4 are free. Please contact ASHM at 215-389-1776, info@americanswedish.org for more information or visit www.americanswedish.org.

The *Midsommarfest* at the American Swedish Historical Museum is hosted by *Midsommarklubben*, a group of Swedish-speaking volunteers who has taken pride in bringing Swedish holiday traditions to our region for more than 25 years. The Swedish Museum Singers will be performing during *Midsommarfest* and Laurie Hart will provide a lively music on the nyckelharpa for the many popular dances around the *midsommarpole*. Refreshments such as *smörgåstårter* (sandwich tortes), hot dogs and

home-baked Swedish pastries will be available for purchase. *Midsommarfest* runs rain or shine and includes general admission to the Museum galleries and our current special exhibit, Knitting Along the Viking Trail.

Midsommar is one of Sweden's most important holidays, a unique Swedish celebration, and a day to rejoice in the coming of summer at a time when daylight is at its longest. At *Midsommar* time people all over Sweden retreat to the countryside, eager to savor the festivities with friends

and family. In fact, *Midsommar* is a national holiday comparable to our Fourth of July celebration.

The American Swedish Historical Museum is located in scenic FDR Park at 1900 Pattison Avenue in South Philadelphia near the Sports Complex. Plenty of free parking is available. For those taking public transportation, the Broad Street Subway's Pattison Avenue stop is within walking distance or SEPTA's Route 17 can bring you to the museum.

###