



-- FOR IMMEDIATE RELEASE --

HRH Princess Madeleine cuts the ribbon at the June 5th, 2011 opening of the ASHM *Sven Gunnarsson and Jonas Nilsson New Sweden Gallery*



The American Swedish Historical Museum is very pleased to announce that Her Royal Highness Princess Madeleine will attend the member opening of the *Sven Gunnarsson and Jonas Nilsson New Sweden Gallery* on June 5, 2011.

Princess Madeleine continues the tradition of Swedish royal visits to the American Swedish Historical Museum's openings and award ceremonies. The first member of the royal family to honor the museum was Crown Prince Gustaf Adolf (later King Gustaf VI Adolf), who laid the corner stone for the museum in 1926. More recent visits have been King Carl XVI Gustaf and Queen Silvia, who came for the opening of the *Royal Artists of Sweden* exhibition in 1994, and Princess Madeleine's sister, Crown Princess Victoria, who was here to present the museum's Raoul Wallenberg humanitarian award in 2003.

Princess Madeleine is the youngest of King Carl XVI Gustaf's and Queen Silvia's three children. After high school she attended the University of Stockholm and received a Bachelor of Arts in 2006.

She is continuing her education by taking graduate courses in Organization and Leadership, in order to extend her knowledge of international humanitarian work.

Princess Madeleine has always been interested in the welfare of children and works for the World Childhood Foundation, started in 1999 by Queen Silvia. The foundation focuses "especially on girls and the main target groups are street children, children living in institutions, young mothers and sexually abused children" and supports more than 100 different projects around the globe¹. Princess Madeleine has traveled extensively with the Foundation, and is currently stationed at their New York office. She has previously interned at UNICEF's headquarters in New York. She is also the patron of the Swedish equivalent of the Make-A-Wish Foundation.

¹ http://www.childhood.org/eng/pages.asp?r_id=14232

The American Swedish Historical Museum's *Sven Gunnarsson and Jonas Nilsson New Sweden Gallery* project, featuring the New Sweden Colony of 1638-1655 and the history of the earliest European settlements in the Delaware Valley, was made possible through a generous gift from Mrs. George C. (Esther Ann) McFarland, who is descended from New Sweden settlers who immigrated in 1640 and 1643. It is the ASHM's first major gallery re-installation in over 20 years, and it features rare and original artifacts from the museum's collections, in a completely redesigned exhibition that provides a highly visual and visitor-friendly experience.

Call 215-389-1776, email info@americanswedish.org or visit www.americanswedish.org for more information, or for additional opportunities to support the American Swedish Historical Museum.

The American Swedish Historical Museum is located in FDR Park at 1900 Pattison Avenue in South Philadelphia, five blocks west of the Sports Complex. The Museum is easily accessible from Route 95 or 76 and has free parking. For those taking public transportation, the Broad Street subway AT&T station, or SEPTA's Route 17 bus is within walking distance of the Museum.

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