

AMERICAN SWEDISH HISTORICAL MUSEUM

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-- MEDIA ALERT --

Press Preview of the New Sweden Gallery Friday, June 3rd, 2011, 10am – 4 pm

The American Swedish Historical Museum announces the opening of the *Sven Gunnarsson and Jonas Nilsson New Sweden Gallery*. Media professionals are invited to an exclusive preview of the gallery on June 3rd 10am-4pm. HRH Princess Madeleine of Sweden cuts the ribbon at the special member opening on Sunday, June 5th, and the gallery opens to the public June 7th.

Swedes In Deed!

See Philadelphia's fascinating origins at the American Swedish Historical Museum. The New Sweden Gallery opens June 7, 2011.



The exhibition explores the settlers' contact and trade with Lenape and Susquehannock Indians, leadership and expansion in the colony, personal stories of Swedes and Finns who came to New Sweden between 1638-1700, why the colony ultimately fell to the Dutch in 1655, the impact of William Penn and the influx of English Quakers, and the important role of former New Sweden colonists in laying out the city of Philadelphia. We hope that you will join us and experience this important, yet little known period in our region's history.

Call 215-389-1776,
email info@americanswedish.org
or visit www.americanswedish.org for more information.

The American Swedish Historical Museum is open Tu-Fri 10-4, Sa-Su 12-4, closed Mondays & major holidays. It 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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