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– FOR IMMEDIATE RELEASE –

**The Vikings Are Coming!
to the American Swedish Historical Museum
Saturday April 29th, 2017 at 12pm - 4pm**

Philadelphia, PA- Beards aren't just for hipsters! Come and get to know the original bearded warriors as we travel through time to explore Norse culture. Join us for Viking Day on Saturday April 29th from 12-4pm.

Visitors will encounter Vikings when re-enactors of Vinland Longships and The Longship Company Ltd. create a Viking encampment right on the museum's grounds.

New this year, East Cost Combative Arts will conduct historic weapons demonstrations and give everyone an up close performance of Viking warfare. Also new this year is traditional Viking food for sale throughout the day and unique vendors selling Scandinavian treasures.



Family activity stations encourage everyone to try their hand at learning the runic alphabet, try on Viking armor, and create Viking inspired crafts. Everyone can get in on the fun by playing traditional games like *Hnefeltafle* (Viking chess), and Kubb, one of the earliest forms of lawn games.

Visitors can ponder what is known about this often misunderstood culture by attending talks throughout the day. Author David Krueger's talk "A Short History of Viking Mania in American Pop Culture" will give an overview of how Vikings have been portrayed in popular culture from the 19th century to the present. Viking scholar Annie Humphrey will explore Trade and Travel in the Viking World. What did the Norse export? What did they want for themselves? How far did they travel and how?

Be sure to steer your boat in our direction on April 29th for a fun filled day of Viking exploration! Admission: \$12 for adult non-members- \$8 for members, \$6 for children (5-18) and children under 5 are free. Pre-registration can be made online at www.americanswedish.org, or by calling 215-389-1776.

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 AT&T/Pattison Avenue stop is within walking distance or SEPTA's Route 17 (Naval Base) can bring you right to the Museum.

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