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– FOR IMMEDIATE RELEASE –

***Celebrating Swedish Holiday Shopping & Traditions***  
**Outdoor Christmas Market at the American Swedish Historical Museum**  
**December 5<sup>th</sup> & 6<sup>th</sup>, 2020 10:00 am- 4:00 pm**

Bundle up in your warm winter coats and visit the American Swedish Historical Museum (ASHM) to experience the unique atmosphere of a *Julmarknad*, or Swedish Christmas Market! Although 2020 has presented some logistical challenges to our traditional holiday events, the centuries old European custom of outdoor markets helps provide a safer COVID shopping experience!

Outdoor Christmas markets have long been a tradition throughout Europe, originating in Germany. It is believed the first official Christmas market was held in Dresden in 1434, and began popping up all over Europe. The oldest such Swedish *Julmarknad* is in Stortorget, now known as Gamla Stan in Stockholm. Held outdoors, the *Julmarknad* is alive with the sights and smells of the holiday season. The cold weather is held at bay with warm cups of *glögg*, or mulled wine, and coffee served with copious amounts of food including *pepparkakor* or gingerbread cookies. Rows of vendor stalls line the town square selling a wide assortment of *hemslöjd* or handmade goods. Music fills the air invoking nostalgic memories of childhood and family. Above all Christmas markets are a time to gather together and enjoy the magic of the holiday season.

This year the American Swedish Historical Museum will host an Outdoor Christmas Market, December 5<sup>th</sup> & 6<sup>th</sup> from 10:00 am – 4:00 pm. The Market will include an assortment of craft vendors featuring Scandinavian and/or *hemslöjd* (handmade) items. Vendors include; the ASHM Holiday Gift Shop, Auxiliary Deli, Tamarack Farm Gotland Sheep wool merchandise, Seven Stars Pottery and more! The market will also include live music, raffle items, and will have warm holiday drinks and treats for sale. The event is free, be sure to attend for a magical outdoor cultural shopping experience!

During the Outdoor Christmas Market, ASHM will follow all Pennsylvania and Philadelphia COVID-19 regulations and those in attendance are required to maintain physical distance and a wear a face covering, which may be removed if seated at a table while eating in the designated area. For the most up to date information about the event, please visit our website; [www.americanswedish.com/events](http://www.americanswedish.com/events).

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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Photos of market merchandise

