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-- FOR IMMEDIATE RELEASE --



Celebrate Spring at Easter Family Day! American Swedish Historical Museum Sunday, March 29, 2026 2:00 - 4:00 pm

Philadelphia, PA- Celebrate Easter like a Swede at the American Swedish Historical Museum's Easter Family Day! Join us on Sunday, March 29th, from 2-4 pm to experience Swedish Easter traditions.

In Sweden, Easter kicks off with a trick-or-treat-like candy hunt on Maundy Thursday. Children dress up as Easter witches with long skirts, headscarves, painted red cheeks, and freckles and go from house to house, wishing people Happy Easter.

At our celebration, children can make Swedish Easter crafts, dress up as Easter witches, enjoy face-painting, and take part in a traditional egg hunt. We will have two egg hunts, one for kids ages 2-5 and another for kids 6 and older. Egg hunts will take place outside, rain or shine.



Free for members and children under 2, \$15 for adults, \$10 for seniors/students, \$5 for children 2-12. The event ticket includes Museum admission. Pay at the door.



About ASHM:

Visit the American Swedish Historical Museum to learn the forgotten history of Swedes in Philadelphia. Built in 1926 during the Sesquicentennial, the Museum has a unique interior divided into a dozen galleries designed to highlight Scandinavian influences in America. The galleries explore a range of topics including the New Sweden Colony, women's history, scientific innovations, and Swedish craft arts. ASHM hosts a variety of programs from Swedish holiday celebrations to history lectures to family programs.

The American Swedish Historical Museum welcomes everyone to explore cultural identity through stories of Swedes and all Scandinavians and to connect with a vibrant community dedicated to preserving and interpreting culture through celebrations, exhibitions, and opportunities to learn, experience, and grow. No matter your age or interests, ASHM has something for you! Visit our website www.americanswedish.org to learn more.

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 NRG/Pattison Avenue stop and SEPTA Bus #4 are within walking distance or SEPTA's Bus #17 (to Pattison) can bring you right to the Museum.