

Contact:

Rachel Kiskaddon
Public Relations & Education Manager
Tel: 215-389-1776, Fax: 215-389-7701
Email: rkiskaddon@americanswedish.org



– FOR IMMEDIATE RELEASE –

**Enjoy spring family fun at Easter Family Day!
American Swedish Historical Museum
April 10th, 2022 from 2:00 - 4:00 pm**

Philadelphia, PA- Celebrate Easter like a Swede at the American Swedish Historical Museum's Easter Family Day on Sunday, April 10th, from 2-4 pm. The traditional Easter week in Sweden lasts from Thursday to Monday and kicks off with a trick or treat-like candy hunt. 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.



Introduce your little ones to Swedish Easter traditions and visit our exhibition *Flying Blakulla: Letters from an Easter Witch*. This afternoon drop-in program will feature crafts, and the traditional egg hunt. Our egg hunt is in two heats; one for children aged 2-5 and the second for children aged 6-12. This program will take place outside, rain or shine. **Free for members and children under 2, \$10 per non-member.** Event ticket includes museum admission. Pay at the door. Please check our website for more information: www.americanswedish.org/events

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's unique interior is 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 such as glass making and woodworking. ASHM hosts a variety of programs from Swedish holiday celebrations like Midsommarfest and Lucia, to history lectures, an ABBA Dance Party, virtual tours, and family programs like Toddler Time.

The mission of the ASHM is to welcome all people to explore cultural identity through the story of Swedes and Scandinavians in America. ASHM is a community dedicated to preserving and interpreting material culture, and is alive with celebrations, exhibitions, and learning experiences. 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 is within walking distance or SEPTA's Route 17 (to Pattison) can bring you right to the Museum.

###