

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



– FOR IMMEDIATE RELEASE –



***Celebrating Swedish Traditions &
Holiday Shopping***
Lucia & Christmas Market at ASHM
December 3rd & 4th 10:00 am- 4:00 pm

Philadelphia, PA- 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! The outdoor Christmas Market features a large selection of Scandinavian food, gifts, and holiday decorations. The Swedish Christmas Café will be selling holiday foods and sweets for your refreshment. Along with the

market, ASHM's galleries are open to visitors. Throughout the event there will also be live holiday music performed by Last Chance duo.

During the market, shoppers can experience *the Lucia children's program at 11:30 am and 2:00 pm*. Light, warmth, and Christmas songs have been hallmarks of the Lucia celebration at ASHM since 1939. December 13th is not an ordinary day in Sweden; it is when Lucia celebrations occur all over the country. The modern tradition of having public Lucia processions in Swedish cities started in 1927 when a newspaper in Stockholm elected an official Lucia for that year. ASHM follows this tradition with our own Lucia performances during our market with Swedish songs and dances performed by children dressed as Christmas gnomes, gingerbread cookies, folk dancers, star boys, and Lucia with her attendants. Don't miss out on this unique holiday experience!



Admission is \$5 for non-member adults (12 and up) and Free for members and children under 12. You can pre-purchase tickets online or at the gate.

Get tickets here: <https://www.americanswedish.org/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 NRG/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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