



Contact:
Caroline Rossy
Communications and Operations Manager
Tel: 215-389-1776, Fax: 215-389-7701
Email: crossy@americanswedish.org

-- FOR IMMEDIATE RELEASE --

**Ring in Summer Around the Maypole
At the 40th Annual *Midsommarfest*
Special Musical Performance by Swedish Folk Stars JAERV
Saturday, June 22, 2019, 4pm to 7pm**

Philadelphia, PA—Help us celebrate the arrival of summer and the 40th anniversary of our annual *Midsommarfest*, complete with food, drinks, homemade Swedish pastries, music and maypole dancing, as well as crafts and games for the kids. This year, we are thrilled announce a performance by the award-winning Swedish band JAERV. Tickets at the door are \$ 8 for ASHM members, \$12 for adults and \$5 children 4-12, or purchase online in advance and take advantage of an early bird discount.

Get in the spirit of summer by wearing a wreath of flowers in your hair and take a spin around the *midsommarpole* **from 4pm to 7pm on Saturday, June 22, 2019**. *Midsommarfest* is a day of fun for the entire family with food, music, dance, and activities for kids of all ages.



Midsommarfest at the American Swedish Historical Museum is hosted by *Midsommarklubben*, a group of Swedish-speaking volunteers who have taken pride in bringing Swedish holiday traditions to our region for 40 years. The Swedish Meatballs will also be performing and traditional Swedish music will accompany the many popular dances around the *midsommarpole*. Refreshments such as *smörgåstårter* (sandwich tortes), hot dogs, soft pretzels and home-baked Swedish pastries will be available for purchase. *Midsommarfest* runs rain or shine and includes general admission to the Museum galleries and our current special exhibition, *Outdoor Adventures: Navigating the Nordic Way*.

Midsommar is one of Sweden's most important holidays, a unique Swedish celebration, and a day to rejoice in the coming of summer at a time when daylight is at its longest. At *Midsommar* time, people all over Sweden retreat to the countryside, eager to savor the festivities with friends and family. In fact, *Midsommar* is a national holiday comparable to our Fourth of July celebration. **Please contact ASHM at 215-389-1776, info@americanswedish.org for more information or visit www.americanswedish.org.**

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 can bring you to the museum.

###