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-- FOR IMMEDIATE RELEASE --

Midsommar-To-Go Friday, June 19th , 10 am to 6 pm, Saturday June 20th, 2-3 pm

Philadelphia, PA- *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. This year we cannot celebrate the arrival of summer in our usual fashion with food, music, raffles, games, and dancing around the *Maypole*. But the American Swedish Historical Museum can still help bring the spirit of *Midsommar* home!



Celebrations start at 10 am when the **Museum will hoist the most important symbol of the event, the *Maypole*!** The community can stop by the Museum on Friday June 19th, between 10 am and 6 pm, and hop out of the car to take picture (with social distancing in effect) around this beautifully decorated cultural symbol of summer.



ASHM ***Midsommar-To-Go Bags*** are available through online pre-order purchase and contain everything needed to make Swedish Midsommar special. Each re-usable bag will include select food and candy items from our Gift Shop, classic summer Swedish recipes, craft ideas for kids, and coupons for anything else needed from the ASHM Shop and Sweetish candy store in Lancaster to make the holiday complete. Traditional favorites like herring are available as an add-on if you really want to celebrate like a Swede!

The Midsommar celebrations continue on Saturday, June 20th, with a **free virtual concert** on our Facebook page with Swedish folk musician Sofia Talvik at 2 pm. Sofia's soft blend of Nordic melodies and folk roots come together for the perfect soundtrack to your Midsommar celebration.

Event bags will be available for curbside pickup starting Friday June 19th (call 215-389-1776 and we will bring it out to you) OR come into the gift shop to pick it up and do some more shopping! The *Midsommar-To-Go Bags* are \$50 for ASHM members, \$55 for non-members. Order your bag online at <https://www.americanswedish.org/events/celebrate-midsommar-midsommar-go-bags>

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.