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– FOR IMMEDIATE RELEASE –

Celebrate the summer season with the  
American Swedish Historical Museum at *Midsommarfest!*  
Saturday, June 24<sup>th</sup>  
4:00- 7:00 pm



**Philadelphia, PA-** Join us on June 24<sup>th</sup> for ASHM's *Midsommarfest!*

*Midsommar* is one of Sweden's most important holidays and a day to rejoice in the coming of summer at a time when daylight is at its longest. In historic times, Swedes held Midsummer celebrations to welcome summertime and the season of fertility. Now, Midsummer is a time to celebrate the start of the summer and the holiday season with family and friends.

In movies, Midsummer is often displayed as a mythical event. This is understandable since people dancing and singing around a maypole wearing flower crowns may seem out of the ordinary. However, for Swedes, it's simply a wonderful event where you enjoy a beautiful summer day and do odd customs such as singing and jumping around like frogs.

*Midsommarfest* is a fun day for the entire family with traditional Swedish food, live music provided by the Last Chance duo, and activities for all ages. During the event, you can purchase flower crowns and refreshments. Check out our Swedish used book sale and *Mormor's Attic Shop*, which is filled with second-hand treasures. **Tickets are \$5 and children under 5 are free. The event includes Museum admission.**

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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](http://www.americanswedish.org) to learn more.