



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

-- FOR IMMEDIATE RELEASE --

**Treat Yourself to Something Sweet
Celebrate Sweden's Cinnamon Bun Day
At the American Swedish Historical Museum
Saturday, October 4th, 2014 12pm-4pm**



Philadelphia, PA- While Swedes are known for many savory dishes from their cuisine (meatballs, herring, to name a few), they are equally serious, if not more so, about their sweet treats. In fact, the Swedish cinnamon bun is so celebrated that it even has its own holiday. Every October 4th in Sweden, since 1999, is Cinnamon Bun Day (*kanelbullens dag*, in Swedish). It all started when a Swedish baking company established the day as a way to highlight their 40th anniversary. But it remained popular and has since entered the pantheon of food-centric Swedish holidays and traditions.

So the ASHM is getting in on the tradition this year, with our own acknowledgement of this sweet indulgence. Visitors on Saturday, October 4th, will have a free, Swedish-style cinnamon bun, along with coffee for the grown-ups and juice for the kids (while supplies last) included with general admission. Unlike the gooey goodness that we Americans are used to, the Swedish cinnamon bun is not as sticky. In place of icing, it is topped with pearl sugar. It's the perfect treat to pair with a cup of coffee on a cool, fall afternoon. Stop by early, before our cinnamon bun supply runs out!

Call 215-389-1776, email info@americanswedish.org or visit www.americanswedish.org for more information. The American Swedish Historical Museum is located in FDR Park at 1900 Pattison Avenue in South Philadelphia, five blocks west of the Sports Complex. The Museum is easily accessible from Route 95 or 76 and has free parking. For those taking public transportation, the Broad Street subway AT&T station, or SEPTA's Route 17 bus is within walking distance of the Museum.

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