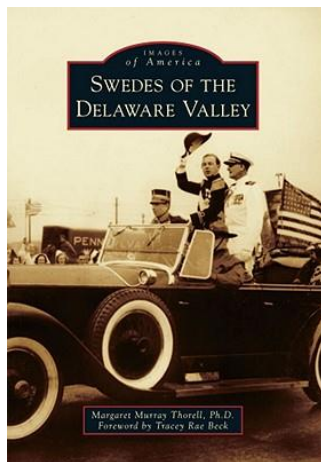




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-- FOR IMMEDIATE RELEASE --

How Swede it is!
Discover the impact of Swedes
and Sweden on the Delaware Valley
With Dr. Marge Thorell
At the American Swedish Historical Museum
Wednesday, August 10th, 2011 at 6pm



Although Sweden's original settlement in the Delaware Valley, the New Sweden Colony, lasted only a short time, its influence is still felt today. From arts and culture to society and industry, Swedish America is all around us. Street signs, log cabins, companies like IKEA, SKF and the American Swedish Historical Museum all show how Swedes have shaped the region. Through historic photos and documents, Dr. Thorell will tell the story of the Swedes' often overlooked contributions to the Philadelphia area.

Margaret Thorell, author of *Swedes of the Delaware Valley*, is a first generation Swedish American whose family came to the United States in 1906. She has a personal interest in all things Swedish.

A freelance writer and academic, she has written frequently on Swedish arts and culture. She is currently writing a book about Karin Larsson, wife of Sweden's most beloved painter, Carl Larsson.

Admission to the event is \$5 for ASHM members, \$10 for non-members. To register on-line, go to www.americanswedish.org/calendar.htm. Call 215-389-1776 or email info@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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