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-- FOR IMMEDIATE RELEASE --

Sweden's Favorite Brand of Children's Wear, Polarn O. Pyret,  
Holding Sample & Warehouse Sale  
At the American Swedish Historical Museum  
Tuesday, November 6, 2012 10am-5pm



**Philadelphia (Nov. 6, 2012) ---** Polarn O. Pyret Sweden's, leading children's wear brand, made its much-anticipate arrival to America three years ago. P.O.P – as the brand is affectionately known – is having its first **Sample & Warehouse Sale in Philadelphia on November 6<sup>th</sup> at the American Swedish Historical Museum**. Don't miss the opportunity to experience this heavily desired brand, featured by *Real Simple*, *Martha Stewart*, and *Instyle Magazine*, at a significantly reduced price (up to 75% off, sizes Newborn to 12 years). A portion of the proceeds will be donated to the American Swedish Historical Museum.

The sale will take place at the ASHM, in South Philadelphia's FDR Park, from 10am-5pm on Tuesday, November 6<sup>th</sup>. Shoppers will also enjoy refreshments, a traditional Swedish *fika* (coffee and sweets), along with free admission to the museum all day.

**POLARN O. PYRET**

From its humble beginnings in 1976, this beloved premium brand is best known for its playwear, outerwear, and iconic navy and red stripes. P.O.P helps preserve the simple pleasures of childhood by offering clothing that lets kids play freely wherever they are and in all weather conditions. Best of all, the clothing can be worn, washed and passed down for generations to enjoy.

Call 215-389-1776, email [info@americanswedish.org](mailto:info@americanswedish.org), or visit [www.americanswedish.org](http://www.americanswedish.org) and [www.polarnopyretusa.com](http://www.polarnopyretusa.com) 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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