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-- FOR IMMEDIATE RELEASE --

Treat Yourself!
Join us for *Semlor* and a Movie
at the American Swedish Historical Museum
Saturday, February 22nd, 2014, 11am

Experience a decadent Swedish treat: stop by the American Swedish Historical Museum for a delicious *semla*, a rich puff pastry filled with almond paste and whipped cream.

The popular tradition of eating *semlor* this time of year originates from a time when Sweden was still a Catholic country and fasting was custom 40 days before Easter. The days prior to Lent, on the other hand, included a big feast filled with plenty of food and *semlor*.

Nowadays, Swedes skip Lent but still enjoy their *semlor*. The annual start to eating them is even marked in the Swedish calendar and called Fat Tuesday (*Fettisdagen*), usually occurring in February. However, many Swedes are eager to start enjoying these decadent treats and today you can find *semlor* in bakeries as early as right after Christmas. Some eat them in a bowl with hot milk, a practice referred to as *Hetvägg* (Hot Wall).



Semla was also the favorite pastry of the Swedish King Adolf Fredrik, who ruled in the mid 18th century. A rumor claims that he died from having too many at once, which is actually what he is most famous for in Sweden today.

At *Semlor* and a Movie, you can enjoy homemade *semlor* and strong coffee, followed by an engaging Scandinavian film. Register in advance on our website at www.americanswedish.org/calendar.htm, or over the phone at (215) 389-1776. Tickets are \$12 in advance or \$15 at the door. Order an extra *semla* for \$6. RSVP by February 18th, 2014.

The American Swedish Historical Museum is located in scenic FDR Park at 1900 Pattison Avenue in South Philadelphia near the Sports Complex. Plenty of free parking is available. For those taking public transportation, the Broad Street Subway's AT&T/Pattison Avenue stop is within walking distance or SEPTA's Route 17 (Naval Base) can bring you right to the Museum.

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