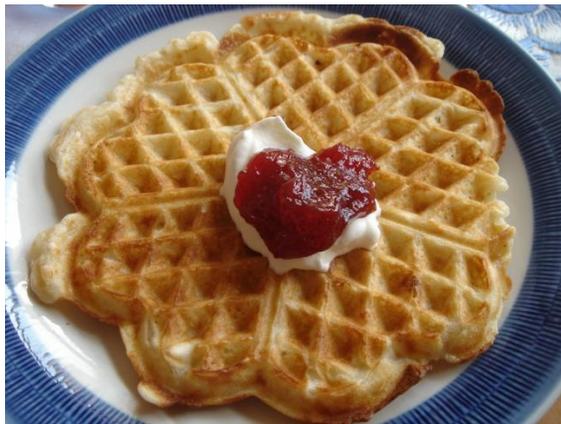




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-- FOR IMMEDIATE RELEASE --

**A Celebration of the Waffle
at the American Swedish Historical Museum
Sunday, March 23rd, 2014 at 11am - 2pm**



Philadelphia, PA-Every March, Swedes dust off their waffle irons to indulge in freshly baked waffles with jam and whipped cream. This delicious tradition actually originates from a misunderstanding. The original Christian celebration on that day, Annunciation Day, in Swedish is called *Vårfrudagen*, which sounded very much like the word *Våffeldagen*, meaning Waffle Day.

By tradition, Swedes have waffles on March 25, even though the Annunciation Day is held on the Sunday closest to the 25th. In addition, Waffle Day is considered one of the official the starts of the spring season in Sweden. It has become a custom for Swedish families to celebrate the two events by enjoying crispy heart-shaped waffles with whipped cream and jam. These days, many Swedes do without the religious part of the celebration, while still keeping the waffle tradition alive.

On Sunday, March 23, 2014, we will celebrate Waffle Day at the American Swedish Historical Museum with some freshly baked Swedish waffles served with whipped cream, strawberry jam and, of course, coffee. **Admission is \$10 for adults, \$6 for kids 2-12, and children under 2 are free. This includes museum admission, waffles and a beverage. Pay at the door or register online. For more information, call the Museum at 215. 389. 1776 or visit www.americanswedish.org/calendar.htm.**

An additional bonus to our waffle celebration is the opening of our much anticipated exhibition, ***Do You Know Pippi Longstocking?*** An ASHM original, this unique and highly engaging exhibition celebrates the beloved children's book character Pippi Longstocking, the creation of Swedish author Astrid Lindgren. True to Lindgren's delightful sense of humor and love of play, the interactive components of the exhibition will allow visitors to live out many of Pippi's day to day adventures, like cooking in a life-size replica of her house, Villa Villekulla, "thing finding" in her cabinet of treasures,

or skating on sponges to clean the floor. Whether you grew up reading and loving Pippi or have just discovered her, this exhibition is sure to the delight the playful kid in of all of us.

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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