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– FOR IMMEDIATE RELEASE –

Swedish Waffle Day – a Delicious Misunderstanding!
Celebrate it at the American Swedish Historical Museum
Saturday, March 16th, 2013 at 11am - 2pm



On March 25 every year, 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.

On Saturday, March 16, 2013, 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**

and 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.

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 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.

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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