



Contact:
Caroline Rossy
Communications and Operations Manager
Tel: 215-389-1776, Fax: 215-389-7701
Email: crossy@americanswedish.org

– FOR IMMEDIATE RELEASE –

**It's All About the Waffle
at the American Swedish Historical Museum
Saturday March 25, 2017 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 and thanks to this tasty miscommunication, Swedes have waffles on March 25, even though Annunciation Day falls on the Sunday closest to March 25. Waffle Day is also 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 aspect of the holiday, while still keeping the waffle tradition alive.

On Saturday March 25, 2017, 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 \$12 (\$8 for members) 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.

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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