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– FOR IMMEDIATE RELEASE –

***Celebrating Swedish Traditions &
Holiday Shopping***
Lucia & Christmas Market at ASHM
**December 7th 10:00 am-4:00 pm &
December 8th 10:00 am-2:30 pm**



Philadelphia, PA- Bundle up in your winter clothes and visit the American Swedish Historical Museum (ASHM) to experience the special atmosphere of a *Julmarknad*, or Swedish Christmas Market! The outdoor Christmas Market in our heated tent features a large selection of Scandinavian food, gifts, and holiday decorations – with new vendors for 2024! The Swedish Christmas Café will be selling lunch foods and sweets for your refreshment, and there will also be live holiday music performed by the folk duo Last Chance. Along with the market, ASHM's galleries are open to visitors.



During the market, shoppers can experience *the Lucia children's program* twice each day. Light, warmth, and Christmas songs have been hallmarks of the Lucia celebration at ASHM since 1939. December 13th is St. Lucia Day in Sweden, a holiday marked by Lucia celebrations all over the country from private homes to entire towns. The modern tradition of having public Lucia processions in Swedish cities started in 1927 when a newspaper in Stockholm elected an official Lucia for that year. ASHM's Lucia performances during our market include Swedish songs and dances performed by children dressed as Christmas *tomtar* (gnomes), *pepparkakor* (gingerbread cookies), folk dancers, star boys, and Lucia with her attendants. Don't miss out on this magical holiday experience!

Saturday Lucia performances: 11:30am & 2:00pm
Sunday Lucia performances: 11:00am & 1:30pm

**Saturday Admission is \$10 for non-members,
\$8 for members, and \$5 for kids 5-12.**
Sunday Admission is free for all visitors
You can pre-purchase tickets online or at the gate.

Get tickets [here](#).



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**2024 Christmas Market Vendors:**

Marilyn Bruff – Assorted crafts
Crochet by Abbie – Crochet items
Crooked Branch Arts - Handmade wood products
Diane's Gems and Fibers – Assorted crafts
Elizabeth Brown – Handmade clothing and accessories
Imagine Toy Design – Toys and decorations
Jorgen Flood – Books
Katie Rowe Creations – Handmade ceramics
Revival Thrift and Vintage – Jewelry
Mormor's Attic – Secondhand gifts and decorations
SWEA Philadelphia - Baked Goods
Swedish Deli Items & Beverages
ASHM Shop

About ASHM:

Visit the American Swedish Historical Museum to learn the forgotten history of Swedes in Philadelphia. Built in 1926 during the Sesquicentennial, the Museum has a unique interior divided into a dozen galleries designed to highlight Scandinavian influences in America. The galleries explore a range of topics including the New Sweden Colony, women's history, scientific innovations, and Nordic folk art. ASHM hosts a variety of programs from Swedish holiday celebrations to history lectures to family programs.

The American Swedish Historical Museum welcomes everyone to explore cultural identity through stories of Swedes and all Scandinavians and to connect with a vibrant community dedicated to preserving and interpreting culture through celebrations, exhibitions, and opportunities to learn, experience, and grow. No matter your age or interests, ASHM has something for you! Visit our website www.americanswedish.org to learn more.

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 NRG/Pattison Avenue stop is within walking distance or SEPTA's Route 17 (to Pattison) can bring you right to the Museum.