

**For Immediate Release
November 14, 2011**

**An Authentic Scandinavian Christmas Celebration at
"Swedish Yuletide" on December 3**

Swedish Yuletide, a genuine Scandinavian holiday celebration, complete with a traditional winter fair, comes to Boston on December 3, 2011. Organized by the New England chapter of SWEA, this annual family event attracts thousands of visitors.

Swedish Yuletide celebrates the holiday season with foods, gifts, several cafés, musical entertainment and activities for children. To many, the highlight is the December tradition of St. Lucia, the Queen of Light, and her entourage of white-clad candle bearing young singers, including children from the Boston Swedish School, that bring the light for the upcoming holiday amid the dark Nordic winter.

Swedish Yuletide offers a smorgasbord of both traditional and contemporary Sweden. Visitors can enjoy Swedish meatballs, waffles and much more in the many cafés and, of course, glögg, the hot spicy beverage of the season. Unique gifts, crafts and designs are available to view or purchase through SWEA and the many vendors, such as home accessories, clothing, jewelry, Sami crafts, books and holiday decorations. Foods and baked goods are available to bring home.

Discover Sweden! Information about Sweden, also as a travel destination, will be available. The raffle includes tickets from Icelandair and Scandinavian Airlines, generous gift certificates to IKEA Stoughton and much more.

This year's exhibit will involve the 17th century Royal Warship Vasa commissioned by the Swedish King Gustav II Adolf. Vasa sinks in Stockholm harbor on its maiden voyage in 1628 after sailing barely 400 yards. Celebrating 50 years in 2011 since Vasa was salvaged in 1961, the ship is in remarkable condition including sculptures, weapons and thousands of other objects.

SWEA (Swedish Women's Educational Association, Inc.) is a global non-profit organization dedicated to promoting Sweden and to serving as a network for Swedish women living abroad. Established in 1985, SWEA Boston is one of 80 chapters worldwide.

Swedish Yuletide - The SWEA Fair and Holiday Celebration runs from 10 a.m. to 4 p.m. on Saturday December 3 at the Cyclorama, Boston Center for the Arts, 539 Tremont Street in Boston's South End. The Lucia performances take place at 11.30 a.m. and 2 p.m. Admission is \$10 for adults, children under 13 free. Wheel chair accessible. Proceeds go towards scholarships to American students for study in Sweden and to local Scandinavian charities and programs.

For more information visit www.sweaboston.org.

Pressroom: http://www.sweaboston.org/pressroom_swe.html

Contacts:
SWEA Boston Chapter
Ginga Sewerin-Olsson 781-405-5591
Cecilia Wallström 857-334-0130
swedishyuletide@sweaboston.org