

# Celebrate Lindsborg's "Midsummer's Day Festival" *Midsommardag '07*



## Press Release

### CONTACT:

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<http://www.midsummersday.org/>

**May 23<sup>rd</sup>, 2007 For Immediate Release**

**"Midsummer Festival to be held on Saturday, June 16th."**

**LINDSBORG, KS** —Mark your calendars for the 3<sup>rd</sup> weekend in June, as Midsummer's Day, a traditional Swedish festival celebrated worldwide, returns to **Lindsborg: Little Sweden USA**, the weekend of June 16<sup>th</sup>. This festival, held to celebrate the beginning of summer, is one of the most popular of all Swedish celebrations, and Lindsborg is proud to host this fun-filled family oriented Swedish-American festival. Now in its 36<sup>th</sup> year, Lindsborg's 2007 Midsummer's Day promises to be a fun-filled day for everyone in the family! This year's Midsummer's will honor the 15<sup>th</sup> anniversary of the establishment of sister city ties between Munkfors, Sweden and Lindsborg.

This year, very special guests will be performing at Midsummer's. From Sweden, we welcome the *Tiny Toads*, a musical group with ties to Lindsborg. In addition, honorary Lindsborg citizen Alf Brorson, an award winning international author, will speak. Of course, the high school group Lindsborg Swedish Folk Dancers and the adult Lindsborg Folkdanslag dancers will also be performing the weekend of Midsummer's.

While the dancing is large part of what makes Midsummer's enjoyable for the whole family, there's much more happening at Lindsborg's Midsummer's Day Festival. There will be a vending area featuring a wide variety of arts & crafts, and in addition, a number of food vendors will provide food and drink for visitors.

There will be other entertainment throughout the day, including a full slate of children's activities, including crafts, games, stories, and more. There will also be a preview of Lindsborg's premiere outdoor theatre, Broadway RFD, that will be performing *Damn Yankees* this summer. Throughout the day, many Lindsborg residents will be dressed in traditional Swedish costumes, adding to the atmosphere of Midsummer's Day.

From 4 to 7pm visitors are invited to downtown Lindsborg where they will find entertainment, fine dining and shopping.

The Midsummer's Day celebration continues in the evening, moving from Swensson Park to the Old Mill Heritage Complex. There, visitors will experience the music of the *Tiny Toads*, followed by the traditional raising of the maypole, concluding with traditional Swedish dances.

**\*New\*** Downtown Lindsborg Merchants are hosting their Midsummer's Madness event the day of Midsummer's. On Saturday, June 16<sup>th</sup>, Midsummer's attendees are encouraged to take the short walk from the park to downtown where they can both experience more of what Lindsborg has to offer as well as enter into a drawing for a fine piece of artwork made by a local artist.

Attendees will receive a coupon that needs to be marked by 3 participating merchants and then deposited at Axels, downtown Lindsborg. The lucky winner of the drawing will receive a fine piece of Swedish Folk Art, a Valkommen sign painted in Kurbit design by Carla J Wilson ([www.flipartlindsborg.com](http://www.flipartlindsborg.com)).

Carla's art may be purchased at Axels, the Swedish Country Inn and the Old Grind, all in downtown Lindsborg, or from her website. An image of the piece being awarded as the prize this year is available: <http://www.midsummersday.org/images/msd07-mm.jpg>

**\*New\*** Children's activities have been enhanced and expanded this year. The young ones will be sure to enjoy games such as the Lutefisk toss and Swede Ball. There will also be miniature Maypole decorating, face painting, and lots more; be sure to see the expanded children's schedule elsewhere in this press release. This year truly promises fun for the whole family!

Admission for the day's events (not including the Smörgåsbord) is \$5 adult, \$3 children ages 4 to 10, and youth under age 4 will be admitted free. This price includes the evening's entertainment at the Old Mill.

### **Midsummer's Activities & Events Details**

While the Swedish Folk Dances are a large part of what makes Midsummer's enjoyable for the whole family, there's much more happening at Lindsborg's Midsummer's Day Festival. For the little ones, there's a full slate of activities planned, including games such as the lutefisk toss as well the always popular face painting. In addition, there will be a vending area featuring a wide variety of arts & crafts, as well as a food court where a number of food vendors will provide food and drink. In addition, a number of local dining establishments are located nearby in Lindsborg's downtown.

There will be other entertainment throughout the day, including a Swedish folk dress fashion show, family games and a preview of Lindsborg's premiere outdoor theatre, Broadway RFD, who will be performing *Damn Yankees* this summer. Throughout the day, many Lindsborg residents will be dressed in traditional Swedish costumes, adding to the atmosphere of Midsummer's Day.

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### **Friday, Sunday Activities & Events**

The activities around Midsummer's aren't limited to Saturday. On Friday morning at 10am, Alf Brorson will be doing a book reading and signing at the Bethany Church Fellowship Hall. On Friday evening, from 8 to 10pm the *Tiny Toads* will perform as part of the street dance, held in downtown Lindsborg.

On Sunday, the traditional Vesper's Service at Bethany Lutheran Church will start at 4:30, followed by a potluck dinner. Alf Brorson will be the guest preacher, and the *Tiny Toads* will provide the music.

MIDSUMMER'S DAY SCHEDULE OF EVENTS 2007

**15TH ANNIVERSARY OF SISTER CITIES, LINDSBORG KS & MUNKFORS, VÄRMLAND**

**FRIDAY EVENING, 15 JUNE 2007**

10:00am - Alf Brorson, Reading & Book signing, Bethany Church Fellowship Hall

Sponsored by; The Sister City committee & The Swedish Friendship Group

8:00pm - 10:00pm Street Dance,

Featuring Guest Group from Munkfors Sweden "Tiny Toads"

Open to the Public, Free will donation at the gates

**MIDSUMMER'S DAY, 16 JUNE 2006**

Swensson Memorial Park, 400 BLK North Main`

9:00 - PARK OPENS, GATE ADMISSION \$5 age 11 and up; \$3 age 4-10; 3 and under, free.

WRIST BAND GETS YOU INTO BOTH NORTH & SOUTH PARK EVENTS

**CHILDREN'S AREA OPEN 9AM - 3PM CRAFTS, (SKITS & STORY TELLING 11:15 - 11:45), GAMES- (everyone wins a prize), WEAVING, AND WATER FUN. Details below, on next page.**

9:30-10:30 Opening Procession

National Anthems

Tiny Toads - Swedish

Swedish Folk Dancers - American

Greetings and Introductions

Introduction of Midsummer's Committee Members

Mayoral Welcome - Judy Neuschafer

10:30 -11:00 *Tiny Toads*, special program written just for our Midsummer's Celebration

11:00 -11:30 Lindsborg Swedish Folk Dancers

11:30 -12:00 Tales from the old country with Ole, Sven & Friends

12:00 -12:30 Lindsborg Folkdanslag

12:30 -12:45 Family Dance Games

12:45 - 1:00 Alf Brorson, "Sweden and the Swedes"

1:00 - 1:30 Broadway RFD Preview- *DAMN YANKEES*- DIRECTOR CODY WHETSTONE

1:30 - 2:00 Lindsborg Swedish Folk Dancers

2:00 - 2:30 Senior Ladies Ensemble

2:30 - 2:45 Folk Dräkt style show

2:45 - 3:15 Lindsborg Folkdanslag

3:15 - 3:30 Family Dance Games

3:30 - 4:00 *Tiny Toads*

Downtown Lindsborg

4:00 – 7:00 Entertainment, shopping and dining.

**SWEDISH SMÖRGÅSBORD 5:00 -Bethany College Union**

TICKETS AVAILABLE \$17.50 ADULTS, \$10.00 CHILDREN FROM LINDSBORG SWEDISH FOLK DANCERS

BILL TAYLOR - TREASURER - [lsfdtreasurer@cox.net](mailto:lsfdtreasurer@cox.net) or 402-768-8418 or

PO Box 242, Lindsborg KS 67456

**EVENING EVENTS**

**OLD MILL HERITAGE COMPLEX, 120 Mill St. (South Park)**

6:30 PARK OPENS, GATE ADMISSION \$5 age 11 and up; \$3 age 4-10; 3 and under, free.

WRIST BAND GETS YOU INTO BOTH NORTH & SOUTH PARK EVENTS

6:30 - 7:30 *Tiny Toads*

7:30 -10:00 Raising of the May Pole - Lindsborg Folkdanslag

Blowing of the Birch Horn - Lindsborg Swedish Folk Dancer

Opening Procession

Dance Performances

Lindsborg Folkdanslag

Lindsborg Swedish Folk Dancers

10:00-12:00 Midnight Swim - Lindsborg Swimming Pool - (South Park) \$1 admission

**SUNDAY, 17 JUNE 2006**

4:30 Vespers Service, Bethany Lutheran Church

Guest Preacher Alf Brorson, Special Music: *Tiny Toads*

5:30 Potluck

**Children's Activities: 9:00 – 3:00**  
**Swensson Memorial Park, 400 BLK North Main**

**CHILDREN'S AREA OPEN 9AM - 3PM CRAFTS, (SKITS & STORY TELLING 11:15 - 11:45), GAMES- (everyone wins a prize), WEAVING, AND WATER FUN.**

11:15 – Chalk Drawing with Shelly Carlson  
11:30 – Childrens' Skits with Kimberly Carlson

**Craft tables:**

Maypoles  
Design your own hat  
Varmland "wolf" mask

**Prize Places or Carnival Type games:**

Dala Toss  
Feed the Viking Lutefisk Toss  
Swede Ball

**Other Offered Activities:**

Face Decorating

**Arts / Crafts Exhibitors**

**(Swensson Park, Saturday)**

**Alpha Group** Homemade chocolate from organic cocoa beans  
**All One Art** Free hand drawings  
**Barbwire Creations** Barbwire with floral arrangements, old barnwood frames  
**Bev Barbo** Cat art and books  
**Blankets, Throws and More** blankets  
**Randy Clark** Acrylic monotype prints  
**Dragon Glass** Celtic and fantasy themed stained glass  
**Guiding the Lily** Jewlery and purses  
**Ericksons Art Corner** Two dimensional works, greeting cards and books  
**Expressions by Linda** Beaded silverware and utensils  
**Flip Art** Swedish and American Folk Artists  
**Hotchkin Woodcarving** Woodcarving and stone sculptor  
**Andrew Janzen** Instant photography. Landmark and tourist snapshots  
**JMW Jewelry** Sterling and gold jewelry, gemstones and pearls  
**Kraffy Kansan** Handwoven baskets and antique flower arrangements  
**Gary Martin** Hand twisted rope items. Framed designs in stitched leather  
**Medicine Bear** Native American/Nature Gourd and rock art  
**Lan Nelson** Tin stars  
**Irene's Teas and Stockholm Restaurant** Teas and Accessories  
**Munkfors Sister City** Books by Alf Brorson  
**Ragnar's Scandic Crafts** Scandinavian crafts  
**R&M Gems** Jewlery and Indian crafts  
**Swensson Gallery and Studio** Transparent watercolor  
**Smoky Hill Bison Co.** Books, jerky and visitor info center  
**Janie Tubbs** Clay instruments and whistles  
**Sammye VanderWall** Hand thrown stoneware  
**Cindy's Sand Art** edible sand art  
**Carl & Virginia Pilcher** Woodcarvings & rosemaling  
**Crocheted Kitchen Towels** 200 designs of crocheted kitchen towels & other crocheted items

**Food Court in Swensson Park**

**Kiwanis-** Swedish meatball patties, cotton candy, drinks  
**Rotary Club-** Shaved beef sandwiches, nachos, drinks  
**Swedish Dancers-** Viking on a stick, tea ring, drinks  
**434 Foods-** funnel cakes, shaved ice, tator twisters, fried oreos, bratwurst, chicken tenders, polish sausage, drinks  
**Beta Sigma Phi Omicron Phi chapter** - Swedish Hot Dogs w/ mashed potatoes and Swedish mustard, drinks

## **More About Midsommardag**

### **The story of Midsommardag**

In Sweden, Midsommar celebrates the summer solstice—a magical time when daylight lasts nearly all night long—through a day of music and dancing.

At the center of the festivities in nearly every village is the majstång (or maypole) trimmed with garlands of flowers, often in the form of two circlets of flowers hung from its crossbar. In addition to decorating the maypole, townspeople see to it that every house gets a row of twigs around the front door, and even boats and cars are festooned. Once the maypole is raised, usually in the center of a park, the music and dancing begin a celebration that lasts well into the bright night.

### **Midsommardag in Lindsborg**

Midsommar is one of the most popular holidays in Sweden, heralding the coming of the summer solstice. It is a time of joyful celebration throughout Sweden. Since June 1971 Midsommars has been revived in Lindsborg to become a part of the community's annual calendar of Swedish-American festivals. Some aspects are uniquely Lindsborg's, such as arts and crafts displays and sales, and others are more traditional, such as the raising of the maypole. As in Sweden, Lindsborg welcomes arrival of the summer solstice with this community "Midsommarsdag" festival. *Join us for the fun!*

The Midsummer's weekend in Lindsborg takes place in several venues: Swensson Park, the downtown area, Pihlblad Memorial Union, the Old Mill Historical Complex and Bethany Lutheran Church. On Saturday start at the park — which will have an air of summer celebration with music, arts, crafts, food concessions, attractive booths, storytellers and humor. Swedish costume is the dress of the day for many! Refer to the schedule (elsewhere in this document) or the program (available the weekend of the event) for full details.

### **More to See and Do in Lindsborg**

See the many uniquely painted Wild Dala sculptures around town. Many shops and galleries will have extended hours. You can experience Lindsborg often — by attending our community ethnic festivals and events, musical events of many types including the Easter-week *Messiah Festival of Music and Art*, the year-around visual arts exhibitions and gallery events, educational opportunities both short-term (camps, seminars, etc.) and long-term (at Bethany College and elsewhere in the community), sports and recreational offerings, religious activities, the various lodging and food experiences, shopping, museums, theatrical productions, and more!

## Midsummer Information

- Festival contact:

MIDSUMMERS COMMITTEE

c/o Lindsborg Chamber of Commerce

104 E. Lincoln St.

Lindsborg, Kansas 67456.

Phone 785-227-3706, 1-888-227-2227. Fax (c/o City): 785-227-4128.

Website: <[www.midsummersday.org](http://www.midsummersday.org)>.

- Midsummer Festival chairperson: Margo Lysell

- Mid-summer Festival PR chair: Mike Rodriquez

[msd07@littleswedenusa.com](mailto:msd07@littleswedenusa.com)

785-227-2928

## Sponsors

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Dr. Darrel and Mari Loder- Smoky Valley Chiropractic

Hemslojd

Judy Neuschafer

Lindsborg Veterinary Hospital

Maleta Forsberg

Smoky Valley Historical Association

Village Clotheslane

Thanks to Lindsborg Gardens for sharing their plants!

END