

# SWEDEN DAY

Dear Friends,

March 2008

**SWEDEN DAY**, an annual event celebrated in the New York metropolitan area for over half a century, will take place on Saturday June 14, 2008 at The Manhem Club in Throgs Neck “the Scandinavian Secret on the Sound.” New York’s only Scandinavian beach club will be the site for the 68th Annual Sweden Day, a daylong celebration of Swedish Midsummer.

Sweden Day festival will be an event to be enjoyed by the whole family with the beach open, food ranging from Swedish meatballs, to burgers and franks. There will be midsummer pole (Majstång) decorating and dancing, Swedish Folk music, folkdancing, children’s games, scholarship awards, and the popular Miss Sweden Day Contest with a round-trip ticket to Sweden via **SAS** for the winner. A general raffle is also available to the public for a lucky winner of an airline trip to Sweden, and other exciting prizes.

### *Sweden Day honors the Man of Year “Richy Bergenson”*

Each year one or more persons or organizations are honored for having made a significant contribution or having made outstanding achievements within the Swedish or Swedish-American Community, or American Society in general. This year we are proud to announce that our honoree is Richy Bergenson. He will be honored as “2008 Sweden Day Man of the Year” at the main program at 2 PM on June 14th.

A Sweden Day Souvenir Journal will be published in his honor and distributed on Sweden Day and offers you an opportunity to extend your greetings to the “Man of the Year.” This journal will give an account of the day’s activities, as well as provide information and photos of previous Sweden Days and the organizations involved. It is also a fine medium in which to reach out to the Swedish and Scandinavian communities, creating a network of contacts and opportunities. Advertise your company, firm, organization, club or a personal message. We look forward to seeing our previous advertisers participate again this year in the program book, or if you have not advertised previously, we hope that you will this year! **AN ADVERTISING CONTRACT IS ENCLOSED FOR YOUR CONVENIENCE.** For individual names see the “Booster Pages.”

**Separate donations are appreciated to the T. Edward & Alvalene P. Karlsson Scholarship Fund, to be awarded on the day.**

For further information about Sweden Day, additional Journal Contracts, Miss Sweden Day Contest or Scholarship applications or questions in general, call Elaine McGrath, President - Sweden Day at 516/565-2091 or see our website.

Come celebrate Sweden Day - June 14th.

“*ALLA VALKOMNA!*”

Sincerely,

*Elaine McGrath*

President