

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## A Smorgasbord of Swedish Summer Fun

*Visit Rockford, Ill., for exciting Swedish events in June!*

**FOR IMMEDIATE RELEASE**

**May 19, 2010**

**ROCKFORD, IL** — With pop culture playing such a dominant part in most people's daily lives, it comes as no surprise that when most people think of Sweden, the first references that come to mind are things like the band ABBA, IKEA furniture store and the Swedish Chef from The Muppet Show. Pop culture references aside, Sweden is full of rich, cultural traditions, many of which will come to life in Rockford, Illinois, this summer through a series of Swedish-based events all taking place in June!

### **Cultures Collide through Art**

Swedish art collides with the artistry of Japanese gardens this summer when **Swedish artist Anders Hultman exhibits his artwork June 4 through September 30 in the Visitors Center at Anderson Japanese Gardens**. Hultman will share his native Göteborg through his intimate, dream-like paintings that capture the warmth and musicality of his everyday life. Painting in oil, gouache and acrylic, Hultman brings his characters to life with old wooden houses and small gardens with blossoming fruits and trees.

After you view Hultman's incredible paintings, take some time to enjoy the 12-acres of Anderson Gardens' 12-Century-style "pond-strolling garden," ranked the top Japanese garden in North America. Be sure to enjoy a meal of Asian fusion cuisine in the Seasons in the Gardens Restaurant, then browse the Garden Gift Shop for Asian-inspired gift items.

Anderson Gardens is located at 318 Spring Creek Road in Rockford, Ill. For more information, call 815.229.9390 or visit [www.andersongardens.org](http://www.andersongardens.org).

### **KUBB Debuts in Rockford**

Combining elements from bowling, horseshoes and chess, KUBB (pronounced koob) is a Swedish lawn game that will be making its official debut in Rockford this summer. The Rockford Swedish Historical Society will host the **1st Annual KUBB Tournament and Sweden National Day Celebration** on Saturday, **June 5, at Ingersoll Centennial Park, 315 S. First St. in Rockford**.

KUBB is also known as Viking Chess because it is believed to have originally been played many centuries ago by Vikings. Legend has it that they used the bones of their enemies as game pieces, but, when civilization demanded a more humane approach to the sport, they began using wooden blocks – hence the name KUBB, which literally means "wooden block." KUBB is now played around the world with tournaments in Europe and the United States.

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Registration for the KUBB tournament will be held from 8:30 to 9:30 a.m., and the first games will begin at 10 a.m. Cost to play is \$10 per person with a two player minimum per team and a 32 team limit. All matches are best-of-three, and each team is guaranteed at least five games. Food will be available for purchase.

For more information, call Eric Anderson at 715.830.0122 or visit [www.wisconsinkubb.com/kubb\\_tournaments.html](http://www.wisconsinkubb.com/kubb_tournaments.html).

### **Famed Swedish Tenor Graces Coronado Stage**

The American Union of Swedish Singers will present famed Swedish tenor **Mats Carlsson** in a Grand Concert at **7 p.m. Friday, June 18, at the Coronado Performing Arts Center, 314 N. Main St. in Rockford.** In recent years, Mats has established himself as one of the most sought-after tenors in Sweden in both opera and concert. He is well-known for his ringing high notes and has been praised for his shimmering Nordic timbre coupled with an Italianate style. Mats was the first recipient of the Scandinavian Jussi Bjorling Society Award in 2008.

Tickets are \$15 for general admission and \$10 for students. For more information or to purchase tickets, call 815.968.0595 or visit [www.coronadopac.org](http://www.coronadopac.org).

### **Celebrate Rockford's Swedish Traditions**

Rockford wasn't unofficially nicknamed Swedetown for nothing – the city has one of the largest per-capita concentrations of Swedish Americans in the United States. And Rockford natives aren't shy about their Swedish pride! Rockford's Swedish Historical Society hosts **Midsommar Festival** each year, a community-wide celebration of Swedish heritage, tradition, arts, language and activities.

The festival features the [Stockholm Inn's](#) famous Swedish pancakes, a Swedish bakery, artist exhibits, Swedish Marknad (market), children's activities, a traditional majstang (Maypole) and live entertainment.

This year's festival will be held from **9:30 a.m. to 3:30 p.m. Saturday, June 19, at Erlander Home Museum**, 404 S. Third St. in Rockford. For more information, call 815.963.5559 or visit [www.swedishhistorical.org](http://www.swedishhistorical.org).

*Rockford, IL, is located approximately 60 minutes west of Chicago's O'Hare International Airport off Interstate 90. For information on accommodations and things to do, visit [www.gorockford.com](http://www.gorockford.com). The Rockford Area Convention & Visitors Bureau is a private, non-profit organization that champions efforts to promote and further develop the Rockford Region as an overnight visitor destination. RACVB generates positive economic impact for the community through investments in tourism marketing, sales, promotion and advocacy.*

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### **FOR MORE INFORMATION:**

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