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## FOR IMMEDIATE RELEASE

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## Lutefisk Festival Coming to Fargo November 15-16

Fargo, North Dakota: The Lutefisk Festival is coming to the Sons of Norway on November 15-16, promising a delightful celebration of this cherished Norwegian tradition. This year's event will feature Lutefisk prepared by Norwegian chefs and served in the traditional way. Attendees can look forward to a festive atmosphere that celebrates the spirit and flavors of Norwegian culture.

First held in Hamar, Norway in 2013, Lutefiskfestivalen has become an annual tradition many Norwegians regard as the unofficial opening of the holiday season in Norway. Hamar is considered Fargo's sister city, and the residents are known to use fish for their Christmas dishes, even though they are not on the coast. The festival's organizers aspire to be the leading preservers of this important culinary tradition in Norway.

"Lutefisk Festival Director Oddvar Hemsoe and his culinary team promise to show all of us Scandinavian descendants how real Norwegians prepare their lutefisk when they host a dinner at the Sons of Norway in November," said Charley Johnson, CEO of Visit Fargo-Moorhead. "Timing of the celebration is almost perfect, as we will be just months away from the bicentennial of the first ship of Norwegians to emigrate to the U.S."

"The Lutefisk Festival dinner event at Kringen Lodge in Fargo on November 15<sup>th</sup> is part of the 11<sup>th</sup> annual Lutefisk Festival based in Hamar, Norway," said Oddvar Hemsoe. "This event promises to highlight the rich Scandinavian heritage of food and music while celebrating the 50 years of friendship city relations between Fargo and Hamar, Norway."

A Norwegian based film production company will also be on hand filming portions of the event for an upcoming PBS documentary with working title 'Keeping Traditions Alive – Norway to North Dakota.

Visit Fargo-Moorhead works to position our distinctive community as a desirable destination and gateway to the region and nation resulting in a superior quality of life for its residents.

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