



*Solvang Danish Days Foundation*

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PUBLIC INFO: [www.SolvangDanishDays.org](http://www.SolvangDanishDays.org)

### 2014 Announcing 78<sup>th</sup> Annual Solvang Danish Days Maid



**2014 Danish Maid Angelique Heron**  
Photo credit: Solvang Danish Days Board

Solvang, California, USA—Angelique Heron has the honor of being Solvang's 78th annual Danish Maid 2014. Angelique's heritage and family tradition with Danish Days runs very deep. We can actually thank her great grandfather, Axel Nielsen, immigrant son of Marcus and Andrea Nielsen from Mors, Denmark for establishing the first Danish Days in 1925 in honor of Denmark's Independence Day. In 1961, before the Danish Maid tradition started, Angelique's grandmother, Ann Nielsen, although Norwegian, dressed up in Danish costume to help host the day's events, and the rest is Danish Maid history. Angelique's mother, Betina Heron, was the Danish Maid in 1988, making Angelique one of the few second-generation maids, since the tradition began.

"I am proud to be a part of this community and desire to keep our Danish traditions and heritage alive," says Angelique.

Angelique attends Santa Ynez Valley Union High School and will be a Senior this fall. She is active in the YMCA's Youth and Government Program and works at her family's store, Nielsen's Market. She is also an avid dancer, having started dance in preschool.

Angelique has attended and volunteered at the Danish Days Festival since she was two years old, from serving Æbleskiver at her families' famous Æbleskiver booth to performing ballet in the park then participating in the all the weekend's parades. She says, "All weekend long I am in costume. Friday night, I am wearing my Danish costume in the candlelit parade. Saturday morning I am a ballerina performing behind the park. Immediately, after my performance I am transformed into a Danish girl serving or cooking Æbleskiver. I look forward to Danish Days every year," says Angelique.

Angelique will be the first Maid on Twitter and to tweet Danish Days information and updates as Solvang builds up to the fun filled weekend. By following Angelique on her Twitter account you can receive pictures of Angelique at her various Maid appearances and find out from the Maid's herself about all things Danish Days! Please follow Angelique [@DanishDays](https://twitter.com/DanishDays)

Leading up to Danish Days, Angelique will sell Win A Trip To Denmark raffle tickets at the Solvang Farmers Market on Wednesday afternoons. She will also appear at events for the Danish Brotherhood, the Danish Sisterhood, the Vikings, and at Valley Rotary meetings to talk about the upcoming Danish Days weekend events and represent her Danish heritage.

Angelique is also available for appearances about Danish Days for other local boards or committee's upon request. Please contact Denise Birkholm at [www.danishdays@aol.com](mailto:www.danishdays@aol.com) for information and availability.

The non-for-profit charitable Solvang Danish Days Foundation celebrates its 78th Annual Danish Days from Friday, September 19 through Sunday, September 21, 2014. The three-day event honors the establishment of Solvang by Danish-Americans in 1911 and helps preserve Solvang's authentic Danish heritage. Admission is free and thousands of residents and visitors enjoy the celebration each year.

All photos available hi-res; please request from [audra@firststreetcreative.com](mailto:audra@firststreetcreative.com) Credit: SolvangDanishDays.org

To review the most current, complete schedule of all events during Danish Days weekend, download parade applications and more, visit [www.SolvangDanishDays.org](http://www.SolvangDanishDays.org)

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### **About Danish Days**

In 1936, the first Solvang Danish Days festival emerged in honor of the village's 25th anniversary. Ever since, Danish Days celebrates Solvang's heritage with authentic food, music, dancing, parades, live entertainment and family activities. In 1946, a reporter from the Saturday Evening Post (an influential magazine of the day) visited during Danish Days and the article that appeared in January 1947 put Solvang on the national map. It stated, in part, "Solvang . . . a spotless Danish village that blooms like a rose in California's charming Santa Ynez Valley. Old country charm and customs have been successfully fused with the American way of life. Nowadays . . . the quaint village is busy living up to its affectionate name, 'Little Denmark'."

### **About FirstStreet Creative**

Launched in early 2013, FirstStreet Creative has quickly become the Santa Ynez Valley's top digital agency by utilizing creativity and ingenuity to brand clients of all sizes throughout all forms of online and physical design.

FirstStreet Creative works hand in hand with each client to create positive consumer impressions with the ultimate goal of optimizing their internet presence in order to increase brand exposure and revenue streams.

FirstStreet Creative's services include website and platform development, e-commerce strategies, website mobile optimization for tablets and smart phones, search engine optimization (SEO), graphic design and social media marketing.

### About **FirstStreet Tickets**

Launched in the summer of 2013, FirstStreet Tickets is a FREE service to local California Central Coast event presenters, organizers and non-profits. Like FirstStreet Creative, the sister company to FirstStreet Tickets, both companies were built from the ground up by entrepreneur Seth Shomes in order to personify the warmth and friendliness of the Santa Ynez Valley where they are located. After recognizing the need for a local ticketing platform that would be embraced by locals and visitors alike, FirstStreet Tickets has fast become the "go to" for those event presenters and non-profits that want their events handled with the same TLC with which they are conceived – while still providing their customers with a seamless interface that utilizes the industry's best practices and online security.