



Solvang Danish Days Media Contact:
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FOR IMMEDIATE RELEASE

**Tickets Now on Sale for 79th Annual Solvang Danish Days,
California's Premier Danish Heritage Festival, September 18-20, 2015**

**-- Be a "Dane For A Day" with VIP Packages, Quicker Entrance to Aebleskiver Breakfasts; Plus,
New Viking Beer & Wine Garden Hours and Participants, Updated Spin on Danish Days Dinner
Dance --**

August 19, 2015 – Solvang, CA – "Solvang Danish Days" (www.solvangdanishdays.org), California's premier Danish heritage festival, celebrates its 79th anniversary in 2015 with a three-day event weekend line-up, Friday through Sunday, September 18 through 20. The 2015 version of the annual Danish heritage festival continues to expand upon its varied activities, melding more modern Danish practices with traditional ways, in an effort to exemplify everything Danish; these efforts have produced a few new tweaks to Danish Days including [advance, on-line ticketing](#) for the paid portions of the weekend, **new Viking Beer & Wine Garden hours and participants, and some updates to this year's Danish Days Dinner Dance.**

Since Solvang Danish Days' modest beginnings in 1936, when the festival debuted as a celebration of the village's 25th anniversary, the event has set out to fête Solvang's Danish heritage with authentic food, music, dancing, parades, live entertainment and family activities. The **2015 Solvang Danish Days theme – "Skål, Til Vores Forældres Børn", or "Cheers, to our parents' children"** – will be celebrated during this year's event, which honors the 1911 establishment of Solvang by Danish-Americans.

Solvang Danish Days 2015 will once again provide attendees with a **total Danish immersion experience** while helping to **preserve Solvang's authentic Danish heritage**, and will offer an **on-line purchase only "Dane For A Day" VIP ticket bundle**, for guests looking to "live like Vikings" throughout the event weekend. In addition to the VIP ticket package, those looking to **gain quicker entrance to either Saturday or Sunday's Aebleskiver Breakfasts**, may now **purchase tickets for either day's Breakfast on-line, in advance**. Also new to this year's Danish Days, is an ATM trailer that will be conveniently-located, and will include a phone charging station. All **advance, on-line tickets are now available, here: squareup.com/market/solvang-days**.

Solvang Danish Days' numerous offerings, entailing **activities for all ages**, range from a **fan-favorite eating contest** surrounding the **iconic Danish pastry rounds, Aebleskiver**; to a **Danish-style beer and wine garden serving** Danish import, **Carlsberg beer**, alongside **local brews, wines and spirits**; to a **historical reenactment** in the form of a **Viking Encampment**; to **chainsaw wood-carving demonstrations**, an **Old World artisanal crafts marketplace** and a contemporary **Solvang merchant walk**.

Solvang Danish Days 2015 is editing the **Viking Beer & Wine Garden** portion of the weekend with **new hours – Friday, 5:00 PM-10:00 PM; Saturday, 11:00 AM-8:00 PM** – and a **spirited mix of participants**. **Pacific Beverage Company** will be on-site, **pouring the iconic Danish suds, Carlsberg**, and **Santa Barbara Wine Country** will be represented in the Viking Beer & Wine Garden, **by local winery, Lucas & Lewellen Vineyards**.

Local brew producers, Figueroa Mountain Brewing Co., will also be on-hand, **pouring their Danish Red Lager**, a Vienna-style lager that pays tribute to the Danish Settlers of Solvang and to Figueroa Mountain co-founder, Jaime Diethofer's, wife Meighan's Danish heritage. **Figueroa Mountain will also**

be pouring a limited edition Dark Belgian Strong Ale, aged in aquavit barrels named after the home of the Gods from Norse Mythology. Figueroa Mountain will also pour additional beers from their core line-up.

Also **new to the 2015 Viking Beer & Wine Garden** is **local craft distillery, [Ascendant Spirits](#)**, which will be **pouring tasters of their new Aquavit**, to be released Danish Days weekend.

Overall admission to Solvang Danish Days is free, and entertainment options abound during the weekend with **three parades, folk dancers and Danish musicians** performing in spots scattered about the town, plus **three feature events on Saturday evening**: the **Danish Days Dinner Dance; Solvang 2nd Century Street Party**, featuring live music; and a special **“MADS MEN” fundraising concert** at the outdoor Solvang Festival Theater, with **two-time Grammy Award-winning Danish violinist, [Mads Tolling](#)**, who will blend “old” and “new” as he performs instrumental hits from the 1960s “MAD MEN” era.

The **2015 [Danish Days Dinner Dance](#) (Saturday, September 19, 5:30 PM)** is “kicking off clogs” with a **dance party and a Danish-style barbeque** complete with the requisite barbequed pork loin, red cabbage and potatoes, plus **beer from [Firestone Walker Brewing Company](#)**. Guests at the **annual Danish Days fundraising event**, which **supports the Solvang Danish Days Foundation**, will be **entertained by** Santa Barbara’s “hottest dance band”, **[Area 51](#)**. Tickets for the 2015 Danish Days Dinner Dance may be purchased in advance; more information is available at **[danishdaysdinnerdance.com](#)**.

Solvang Danish Days also aims to please the next generation of Danish Days fans with multiple pass-times, including **story-telling sessions with Randel McGee as Hans Christian Andersen**, and a **“Kid’s Korner”** in Solvang Park **featuring LEGO®**.

More **information about Solvang Danish Days**, including a full history of the event, **updated 2015 schedule and details**, parade applications and complete contact information, is **available at [www.SolvangDanishDays.org](#)**; event weekend highlights are included at the end of this release. **Solvang Danish Days is on Facebook and Twitter at [facebook.com/SolvangDanishDays](#) and [twitter.com/DanishDays](#)**.

Questions, media requests for interviews and/or photos, may be **directed to Anna Ferguson-Sparks, Stiletto Marketing**, at **1.877.327.2656** or **[info@stiletto.com](#)**.

About the Solvang Danish Days Foundation

In early 1995, the Solvang City Council approached Santa Ynez Valley residents from long-established, local Danish families and other interested groups, and recommended setting up a non-profit foundation – Solvang Danish Days Foundation – to formally plan and organize the increasingly popular, annual Danish Days festivities. The original Solvang Danish Days Foundation board members were Ken Andersen, Brenda Anderson, Hans Birkholm, Max Hanberg, Howard Petersen, David Rasmussen and Henry Skytt. The Foundation members meet throughout the year to ready each year’s celebration. Donations and volunteers for the event, are always welcome; please **[contact the Foundation](#)** for more information.

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Solvang Danish Days 2015 – Event Weekend Highlights

FRIDAY, SEPTEMBER 18, 2015

4:00 PM: Free Concert featuring Danish musicians, **[Manne](#)**, performing live at the Solvang Park Gazebo, Mission Drive and First Street.

4:00 PM: Chainsaw Carver, George Kenny, will begin carving his wooden creations on Friday afternoon; spectators will be able to view the progress of his work throughout the weekend.

5:00 PM – 10:00 PM: Viking Beer & Wine Garden – Outdoor beer and wine garden; supports the Solvang Danish Days Foundation. Viking Beer & Wine Garden continues on Saturday. (*Guests must be 21 years of age or older to enter the Viking Beer & Wine Garden and to purchase alcoholic beverages.*)

7:30 PM: Torchlight Parade – Free for participants, all ages welcome, candles will be provided. Route begins at Alisal Road and Laurel Avenue, strolling south down Alisal and ending at Solvang Park.

8:00 PM: Opening Ceremonies in Solvang Park introducing 2015 Danish Maid, Mia Andersen. Velkommen Street Dance follows with Danish dancers performing to live music, and a short story narrated by **Randel McGee as Hans Christian Andersen.**

SATURDAY, SEPTEMBER 19, 2015

8:30 AM – 12:30 PM: Aebleskiver Breakfast on Copenhagen Drive and First Street; [tickets available on-line in advance](#), or at the event entrance. *Aebleskiver Breakfast also featured on Sunday, same times.*

10:00 AM – 4:00 PM: Kid's Korner featuring LEGO® and a supervised Play & Rest Area, in Solvang Park. *Kid's Korner also featured on Sunday, same times.*

10:00 AM – 4:00 PM: Viking Encampment – Visit the Ravens of Odin, Norse Educational Group, as they bring Viking times to life through historical reenactments. Features a Viking Age Weaponry demo on Saturday. *Viking Encampment also featured on Sunday, same times.*

10:00 AM – 5:00 PM: Living History Festival at Elverhoj Museum of History & Art (1624 Elverhoy Way; www.elverhoj.org). Free, interactive activities for all ages, plus artisans, craftspeople and storytellers. *Living History Festival also featured on Sunday, 10:00 AM – 4:00 PM.*

11:30 AM: Free Aebleskiver Eating Contest – Corner of Copenhagen Drive and First Street. All ages welcome for this five-minute competition. *Contest also featured on Sunday, same time.*

2:30 PM: Danish Days Parade – Includes the Solvang Village Band atop the Carlsberg Beer Wagon, floats, equestrians, Village Dancers and *more*. Line-up starts at 1:30 PM on First Street, between Molle Way and Oak Street; parade begins by turning east on Copenhagen Drive, then north on Alisal Road, west on Mission Drive, south on Fourth Place, east on Copenhagen, south on Second Street, finishes at corner of Oak Street near Solvang City Hall.

5:00 PM – 8:00 PM: Solvang 2nd Century Street Party featuring live music on the Midgaard Pavilion Stage in Parking Lot 2, in downtown Solvang, adjacent to the Viking Beer & Wine Garden. All ages welcome at the party (*must be 21 years or older to enter Viking Beer & Wine Garden*). Concert is free and open to the public; performers donate their time and talent to the community.

5:30 PM – 10:00 PM: Danish Days Dinner Dance – Danish-style barbeque followed by dancing and live music by [Area 51](#). Solvang Veterans Memorial Hall, 1745 Mission Drive. Tickets start at \$10.00 per person for the dance portion, *only*. All proceeds support the Solvang Danish Days Foundation. For more information and ticket-buying details, visit DanishDaysDinnerDance.com.

7:30 PM: "MADS MEN" Fundraising Concert at Solvang Festival Theater – Two-time Grammy Award-winning Danish violinist, [Mads Tolling](#), performs in an outdoor concert entitled "MADS MEN", celebrating the instrumental hits from the 1960s "MAD MEN" era. This special Solvang performance is a fundraiser for the Atterdag Village of Solvang Auxiliary, with a portion of proceeds from the concert going towards the new skilled nursing rehabilitation wing of Atterdag Village. Solvang Festival Theater, 420 2nd Street. For more information and to buy tickets, visit www.atterdagvillageofsolvang.com.

SUNDAY, SEPTEMBER 20, 2015

2:00 PM: Children's Parade – Begins at Atterdag Square (corner of Atterdag Road and Copenhagen Drive) and meanders down Copenhagen to Solvang Park. All children and families are welcome to join this event; no charge to participate, and costumes are encouraged.

2:45 PM: Danish Days Closing Ceremony in Solvang Park. Danish Days Maid Mia Andersen closes the festive weekend; concert featuring Danish musicians, [Manne](#), to follow.