

Celebration of Nordic holiday Midsummer
10 June 2010, Bundek, Zagreb
17:00 – 22:00



***Midsummer Day** was originally celebrated on 24 June to commemorate John the Baptist. In 1953, it was moved to the nearest Saturday and became known as a Nordic tradition of welcoming the arrival of summertime and the season of fertility.*

In some areas, as early as the 16th century, modelled on a German tradition, it became a custom for people to dress up as “green men”, clad in ferns, to decorate houses and farm tools with foliage and to raise tall, leafy maypole to dance around. Maypole, a key component of the celebration soon became one of the most recognizable symbols of Midsummer. It is raised tall in an open spot, decorated by leaves and flowers and accompanied by traditional ring-dancing. Midsummer used to be primarily an occasion for young people, but it was also celebrated in the industrial communities of central Sweden, where all mill employees were given a feast of pickled herring, beer and schnapps. It was not until the 20th century, however, that this became the most Swedish of all traditional festivities.

Today, Midsummer is an occasion to meet family and friends– eat barbeque food and drink beer and schnapps outdoor since the midsummer night is the lightest night of the year.

The Nordic Midsummer Celebration, in cooperation with UNHCR, is to be held in aid of children from disadvantaged backgrounds in the return area of Hrvatska Kostajnica/Sisak Moslavina County. Part of the proceeds from the event, which include food, refreshments and a raffle, will be donated to the Elementary School Davorin Trstenjak. The collected donation would not only improve the quality of education of pupils but also contribute to social integration of students of different ethnic and cultural background.

***Program outline:**

16:00 Gathering, Music

17:00 Opening ceremony

Mr. Joonas Heiskanen, First Secretary, Embassy of Finland

Mr. Dorijan Klasnić, UNHCR

Mrs. Gordana Fuštar, Executive Director, Nordic Chamber of Commerce

Mr. Darko Eisenhuth, President, Nordic Chamber of Commerce

17:45 Barbecue

18:00 Traditional Swedish choir songs-performance by students of Scandinavian languages, Faculty of Philosophy Zagreb
Children workshop: decoration of Maypole

18:20 Interactive games and competitions for children and adults, carousel rides

19:30 Raffle

20:00 Music

Food/drinks: Traditional barbecue specialties will be served. Water and soft drinks will be available, as well as candies for the kids.



Entertainment program: Celebrity host. Traditional Swedish choir songs-performance by students of Scandinavian languages at Faculty of Philosophy in Zagreb. Live band performance by *Whatever*.

Children's program: Interactive fun games and competitions for children and adults by MANITU Team Building: James Bond, Radioactivity, Walking on pillars and Sniper games. Attractive prizes for winners. Jumping castle and carousel rides.

Exhibition: A special exhibition of well-known Nordic brands will be present.

Raffle: Valuable raffle presents (tickets will be sold at a symbolic price). Part of the proceeds collected from the sale of raffle tickets will be donated for humanitarian cause.

Maypole: Honouring the very special Swedish Midsummer tradition, a flower maypole will be decorated— your flower contributions are welcome!

***Program is preliminary and final version will be distributed later.**

Raffle prizes:

NOKIA	1 mobile phone (NOKIA 5230)
TELE2	2 mobile phones (HTC Tattoo with TELE2 Start package)
Croatia Airlines	1 return air-ticket for destination in Croatia at choice
Poslovni dnevnik	1 year subscription to Poslovni dnevnik
Electrolux	1 microwave oven 1 stick blender
ECOS	1 vacuum cleaner

IKEA Surprise packages (including SUNNAN solar lamps)

In June 2009 IKEA started the SUNNAN solar lamp campaign where for every sold SUNNAN lamp, IKEA Social Initiative donates a lamp to UNICEF and Save the Children to be distributed to children in India and Pakistan to help them play, read, write and study after dusk, even if their homes have no electricity.

SAS-Scandinavian Airlines	2 cabin trolleys
Oriflame	5 surprise packages
SAAB	1 backpack 1 travelling bag 1 Gripen plane model
Regent Esplanade Zagreb	2 vouchers for lunch at the hotel restaurant
Podravka	6 surprise packages
Carlsberg	2 beer packages
Lufthansa	2 surprise packages
Volvo Moto-Ris	5 Sets of Nordic walking poles
Egmont	7 sets of books
KIKA	10 surprise packages
Nestle	Surprise package
Volvo Trucks	Truck model

Gold sponsors



Power and productivity
for a better world™



Silver sponsors



Sponsors in kind

