



**SONS OF
NORWAY**

Shared Values. A Simple Promise.

NEWS RELEASE

For Immediate Release

Contact, Draken Harald Hårfagre

Sarah Blank, Chief Communication Officer

Phone +1 207 409 4162

sarah@drakenexpeditionamerica.com

Contact, Sons of Norway

Rebecca Swanson, Communications Manager

612-821-4623

800-945-8851

rswanson@sofn.com

Sons of Norway Establishes Official Fundraising Site in Partnership with the Draken Harald Hårfagre

July 14, 2016—Minneapolis—The charitable Foundation of Sons of Norway, a Minneapolis-based financial services and cultural organization, and the Draken Harald Hårfagre Viking ship team have established a partnership to immediately handle a deluge of interest in donating to allow the vessel to continue its voyage as part of Tall Ships Challenge® Great Lakes 2016.

The Draken – the world’s largest modern Viking ship – needs \$430,000 to cover unexpected fees for pilots to help the ship navigate the Great Lakes as it sails on the Tall Ships route. Sons of Norway and its members naturally have a keen interest in the historical aspects of the ship and want to help the Draken team accomplish their goals for the Great Lakes voyage, recognizing that over a million people are anticipating its arrival at multiple Great Lakes ports this summer.

Sons of Norway CEO Eivind Heiberg stated, “The Draken’s voyage has stirred the imagination of so many people around the world and inspired the hearts of those within our organization, too. Its urgent need fits with Sons of Norway’s mission to promote and to preserve the heritage and culture of Norway, and we’re pleased to help facilitate and coordinate sanctioned fundraising efforts to bring the Draken to all those who have worked and planned their summer schedules around her visit.”

Those who wish to “Help the Draken Sail Again” may donate at www.sonsofnorway.com/draken.

Draken Captain Björn Ahlander said, “On behalf of the Draken Harald Hårfagre sailors, crew and supporters, we’re happy that Sons of Norway reached out to us to partner to raise funds toward our continued participation in the Tall Ships Challenge® Great Lakes 2016. We’re amazed and grateful for the support of

numerous communities and invite all to donate to “Help the Draken Sail Again,” bringing her to all the people who eagerly await her visit to multiple ports.”

About Sons of Norway

Sons of Norway began with shared values and a simple promise of financial security when like-minded people came together to protect their families, celebrate their culture and strengthen their community. For more than 120 years, we’ve lived our mission to promote and preserve the heritage and culture of Norway, celebrate our relationships with other Nordic countries and provide quality insurance and financial products to our members. Now numbering more than 52,000, we play an active role in communities throughout North America and Norway.

Shared values. A simple promise. Sons of Norway.

www.sonsofnorway.com

About the Foundation

The Sons of Norway Foundation celebrates culture and expands the horizons of our members by awarding scholarships and grants to promote the heritage and culture of Norway, and provides assistance to our members, lodges and their communities. To date the Foundation has distributed more than \$2.65 million in awards.



Celebrating culture. Expanding horizons.

www.sonsofnorway.com/foundation

About Draken Harald Hårfagre

drakenexpeditionamerica.com

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