



Norway is ready for the World Cup.



For the first time in decades, Norwegian football is dreaming big again. A nation once known for fearless Viking explorers is now preparing for a new journey on the world's biggest football stage. Just as the mighty Myklebust Viking Ship carried Norwegians across the seas more than 1,000 years ago, a new generation is ready to carry Norway onto the global stage. The Vikings are coming back. The question is: how far can they go?



The Norway men's national football team released a widely viral, cinematic team photo dressed in full Viking battle regalia ahead of the 2026 FIFA World Cup. Captured by British photographer David Yarrow, the squad—including stars Erling Haaland and Martin Ødegaard—posed on the shore with Viking longships, wielding swords and shields

FIFA World Cup 2026™ Round of 32 · Dallas Stadium 06/30/2026 Côte d'Ivoire Norway 11:00	FIFA World Cup 2026™ First Stage · Group I · Boston Stadium 06/26/2026 Norway France 1 FT 4	FIFA World Cup 2026™ First Stage · Group I · New York/New Jersey Stadium 06/22/2026 Norway Senegal 3 FT 2
---	---	---

July Newsletter



Fish and Cheese

The team brought some products from Norway to maintain consistency in players' diets and provide a taste of home, according to its head chef Aron Espeland. Other ingredients have been sourced locally. “When athletes are competing at the highest level, consistency is important,” Espeland said. “The players are used to certain products and flavors, and familiar foods can contribute both to nutrition and overall well-being during a demanding competition.”

He continued: “Overall, the experience of cooking for the team in the U.S. has been excellent. We have had access to high-quality local ingredients, and our approach has been to combine those with a selection of Norwegian products that help create continuity and a sense of home for the players during the tournament.” Espeland confirmed the team brought 580 kilograms (1,276 pounds). That consists of 300 kilograms (660 pounds) of Norwegian salmon and trout, 100 kilograms (220 pounds) of halibut, 80 kilograms (176 pounds) of Norwegian brown cheese, and 100 kilograms (220 pounds) of Jarlsberg cheese.



The Viking Row

Norway isn't just making waves on the pitch at the 2026 World Cup; it is completely taking over the culture. The 'Viking row' has become a massive viral sensation, with fans synchronously rowing through packed stadiums, taking over the streets, and dominating social media timelines. But there's a profound, historic meaning behind this iconic celebration that makes it so much more than just a passing trend.

Supporters wearing Norway's red and blue colors have been seen performing the synchronized movement everywhere, from stadium stands to subway stations and even famous locations like Times Square. The celebration has become one of the most recognizable images of the tournament, matching the excitement surrounding Norway's return to soccer's biggest stage after 28 years.





July Newsletter



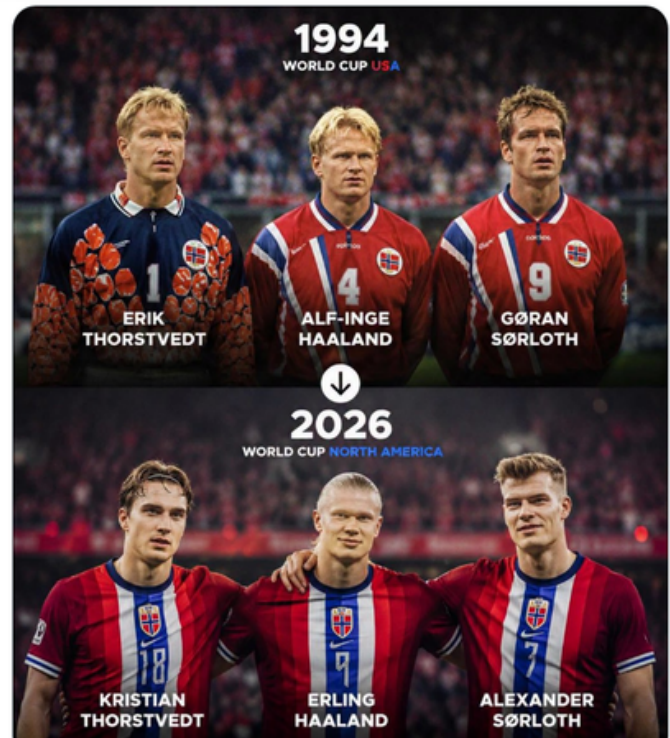
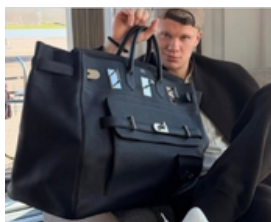
Has Erling Haaland become the World Cup's most entertaining star?

Erling Haaland has indeed emerged as the **breakout personality of the World Cup**, captivating fans with his prolific goal-scoring for Norway and a wildly unfiltered, self-deprecating social media presence.

His magnetic, meme-worthy antics have made him an internet sensation, offering a refreshing and authentic contrast to the hyper-polished, media-trained stars typically seen in modern football

@FootballFactly

🇳🇴🤖 A remarkable World Cup coincidence: in 1994, Erik Thorstvedt, Alf-Inge Haaland and Gøran Sørloth were part of Norway's squad at the World Cup in the United States. Thirty-two years later, at the 2026 World Cup in North America, their sons — Kristian Thorstvedt, Erling Haaland and Alexander Sørloth — are representing Norway on the same stage.



SEEKING SILENT AUCTION ITEMS

Trollhaugen's silent auction is a much beloved fundraiser for our camp. We collect everything from assembled baskets, jewelry, gift cardstoys, art, handmade items etc. Please start setting aside items that you believe will find a good home with our campers, family and friends on the last day of camp! email jennifer@trollhaugenalberta.com to let us know what you can contribute.

25% of the proceeds from the silent auction are contributed to the Dean Kelly Memorial Award. This cash award is presented annually to 1 or 2 E group campers who are recognized for being exceptionally kind hearted and participating in camp to the best of their ability. These campers are nominated by their instructors each year at camp.

Our 2026 CASINO Relies on Volunteers Like You!

Alberta Gaming has provided us with the dates for our Casino this year. Funds from working the Casino are a large part of what allows us to make camp happen. Gaming funds help us bring in specialty instructors and keep our registration fees low.

We are seeking volunteers to work shifts at the **Grand Villa Casino in Edmonton**. We have many different rolls to fill. If you have never worked one before - it is an evening that goes by fast when you are working in such great company. We would love for everyone who can to please participate however you can.

August 5th and 6th Please contact Jennifer@trollhaugealberta.com to let us know if you are available to join us!

The Norwegian Folk Art and Craft Association



The Norwegian Folk Art and Craft Association is a non-governmental organisation based in Oslo with 19 regional and over 350 local member groups across the country. In 2014 the association became UNESCO-accredited. Since 1910, it has been dedicated to promoting traditional Norwegian handicrafts, passing on craft skills, and sharing the joy of making. Teaching craft skills is a major part of the Norwegian Folk Art and Craft Association's work.

The association works actively to maintain Norway's rich cultural heritage, such as bunads and folk costumes. husflid.no

Another good read:
www.norskwoodworks.com

Norsk Wood Works, Odden's Rural Life Tours and Odden's Norwegian Fjord Horses

Based in the United States, Wood Carvers, Tour Leaders, Horse Trainers Else Bigton and Phillip Odden have worked as professional furniture makers and woodcarvers since 1978 under the business name Norsk Wood Works LTD.

Trollhaugen's 50/50 Raffle is Open!

Trollhaugen Language, Arts and Culture (TLAC) aims to give families an opportunity to share and learn the Norwegian language, arts, and culture. We are Alberta-based and welcome people from across North America.

Funds raised by this raffle will support the costs associated with hosting camp each year, including our efforts to bring in special instructors from beyond Alberta to teach language, folk dance and various arts. Fundraisers such as this allows TLAC to keep costs low allowing families to attend together. The winner will be contacted to claim their prize.

Thank you for your support!

<https://www.rafflebox.ca/raffle/tlacs2026>

