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Caption

People are seen being pulled on sledges by reindeer as they race around a snowy track as part of the 420th event of its type. The long standing annual market held in Jokkmokk, Sweden, saw over 45,000 visitors to the bitterly cold region this weekend (7-9th Feb).

Olivier Jarry-Lacombe said, "Jokkmokk is the second largest municipality in the country and yet it is also the least populated. 4900 inhabitants spread over a territory of 19500km2. b But Jokkmokk becomes every year, for a few days, the nerve center of an entire people settled in this region of the world for many millennia before the Vikings and the Scandinavians. Indeed, for more than 4 centuries, the great Sami market has been held in Jokkmokk, in the heart of Swedish Lapland. The indigenous people of Lapland come from the 4 corners of Lapland to celebrate the culture and identity of this people in temperatures that can reach -30 ° C. More than 45,000 visitors over 3 days to discover the exhibitions of artists from the community, local crafts around fabric, animal skins, bone sculpture, reindeer antlers among others, jewelry."

"The event also offers reindeer races, religious celebrations and songs of Joik, the Sami song, are also planned during these 3 days of festivities. A community proud to wear traditional clothes in bright colors that are also included on their flag. A moment of sharing and a great opportunity to meet and discover the culture of this great people of the north. This was the 420th edition of the market this weekend in Jokkmokk, Sweden (Lapland, Scandinavia, Northern Europe)."

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