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**EDITORS:** The following information is for immediate release. If you have any questions contact Bruce Mowday at [mowday@mowday.com](mailto:mowday@mowday.com) or 610 873-0727.

## **Chester County author Bruce Mowday takes part in 37<sup>th</sup> annual conference of American Society of Journalists and Authors**

*Mowday asked to be panel member on April 12 in New York City*

**UWCHLAN** \_ Chester County author Bruce Mowday is taking part as a panelist in the 37<sup>th</sup> annual conference of the American Society of Journalists and Authors in New York City.

“I’m honored to be asked to participate,” Mowday said. “The American Society of Journalists and Authors is an outstanding national organization. I’m looking forward to interacting with other writers.”

The event takes place on Saturday, April 12 in New York City at the Grand Hyatt Hotel. ASJA board member T.C. Cameron of Michigan asked Mowday to be on his panel on *Successful (Money-Making!) Blogging*. For more information on the seminar see [www.asja.org](http://www.asja.org).

“Mr. Cameron, who is moderator of the panel, said he was especially interested in having me participate because of my marketing book *The Selling of an Author*,” Mowday said.

Mowday, who worked for more than 20 years in journalism, is the author of nine books. His 10<sup>th</sup> book on Mushroom Farming in Chester County is scheduled to be released by Arcadia Publishing in July. He is president of The Mowday Group, Inc., a Chester County media relations firm. For more information on Mowday see [www.mowday.com](http://www.mowday.com).

The seminar’s description is: “If you're thinking of creating a blog or looking to improve your current template, this is a must-attend session. Panelists will show how to achieve professional results when it comes to generating buzz, cultivating an audience, and writing the kind of content that gets you noticed by editors. Bonus: the latest tech details.”