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EDITORS: The following is for immediate release. If you have any questions contact Bruce Mowday, President of The Mowday Group, Inc., at 610 873-0727 or mowday@mowday.com.

The Mowday Group, Inc. celebrates 10th anniversary

Uwchlan company does media relations, publishing

UWCHLAN _ The Mowday Group, Inc., a full-service media relations and publishing company, is celebrating its 10th anniversary this month.

“The last decade has been rewarding and educational for me,” said Bruce Mowday, President of The Mowday Group, Inc. “When I began this company in October 1997 I had a belief that a media relations company would be valuable to the businesses of Chester County. My experiences during the 10 years have reinforced my belief.”

After more than 25 years in journalism Mowday left the Daily Local News of West Chester to begin his company. Mowday was the managing editor of the paper and had previously held the positions of reporter, columnist and city editor. He also had his own radio show on two local stations.

“I knew journalism and I knew a little about business,” Mowday said. “I also knew most reporters had only basic knowledge of business and many business owners knew little about journalism. I felt I could help bridge the knowledge gap and enrich the relationship between the two groups.”

During the past decade The Mowday Group has worked for leading financial, real estate, legal, health care, economic, agricultural and non-profit organizations in Chester County and southeastern Pennsylvania. The company has also done political consulting work.

Mowday continues writing as he is a contributing editor to Business 2 Business magazine, the leading independent business magazine in Pennsylvania, and a freelance writer for a number of other magazine and periodicals. Mowday has also authored nine books, many about Chester County history.

The books include: *West Chester: Six Walking Tours, West Chester* was released by Schiffer Publishing; *Coatesville, Downingtown and Along The Brandywine River* by Arcadia Publishing; *September 11, 1777: Washington's Defeat Dooms Philadelphia* and *The Selling of an Author*, by White Mane Publishing; a book on the history of the

Republican Committee of Chester County by Squire Cheyney Books and *Unlikely Allies: Fort Delaware's Prison Community in the Civil War*, by Stackpole Books.

For more information on Mowday's books and The Mowday Group, Inc. see www.mowday.com.

Two years ago The Mowday Group, Inc. started two book publishing imprints, Squire Cheyney Books and Brandywine River Publishing. Two books have been released by Square Cheyney Books, *The Republican Committee of Chester County, 150 Years of Public Service* and *Eyewitness to the Settlement of the West: Jacob Wright Harlan's California 1846-1888*.

“Publishing isn't an easy business,” Mowday said. “A lot of important work isn't published because of economics. Publishing is a business. Square Cheyney Books is a very specialized niche publisher and we look for ways to get those special books published.”

Mowday, a member of the Board of Trustees of the Chester County Historical Society, also gives a number of talks to historic, civic and other groups during the year on his books, history and publishing.