

June 24, 2008

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

Arcadia Publishing releases ***Chester County Mushroom Farming***

Book is fifth Arcadia publication by Chester County author Bruce E. Mowday

UWCHLAN _ A pictorial history of *Chester County Mushroom Farming* is being released by Arcadia Publishing.

The book contains more than 200 vintage photographs from the collection of the American Mushroom Institute and its Community Awareness Committee. The text for the book was researched and written by Uwchlan author Bruce E. Mowday. Part of the book's proceeds will go to the scholarship program of the Community Awareness Committee.

“Chester County, especially the area around Kennett Square, is the mushroom capital of the world,” Mowday said. “The industry has a rich history in the county. Today mushroom farming greatly contributes to the economy of the county.”

Chester County Mushroom Farming costs \$19.99 and will be available in area bookstores beginning July 7, 2008, according to Arcadia Publishing representatives. Signed copies of the book can also be obtained from Mowday by emailing him at mowday@mowday.com.

“The American Mushroom Institute has a wonderful collection of photographs that shows all stages of mushroom production and marketing,” Mowday said. “A number of famous people have taken part in mushroom promotions. And, the book has photographs of mushroom fashion and people dressed as mushrooms.”

Chester County Mushroom Farming is the fifth book by Mowday for Arcadia. His other Arcadia books are *West Chester*, *Along the Brandywine River*, *Coatesville and Downingtown*. Mowday has authored other books; *September 11, 1777: Washington's Defeat at Brandywine Dooms Philadelphia*, *Unlikely Allies: Fort Delaware's Prison Community in the Civil War*, *The Selling of an Author: A Marketing Guide for Writers to Increase Book Sales*, *150 Years of Public Service: The Republican Committee of Chester County* and *Six Walking Tours of West Chester*.

Arcadia Publishing, the American imprint of Tempus Publishing, Inc., of Great Britain, publishes books of photographs and postcards on histories of communities and regions of the world.

To order signed books from the author, Mowday can be reached at his media relations' company, The Mowday Group, Inc., at 610 873-0727, or by E-mail at mowday@mowday.com.