

**FOR IMMEDIATE RELEASE**

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## **Bob McGowan Named CEO of Peddler's Village**

*Board of directors recognizes notable accomplishments of six-year chief operating officer*

**Lahaska, PA**—Bob McGowan, who has led Peddler's Village as chief operating officer for the past six years, has been promoted by its board of directors to chief executive officer. In this role, McGowan will continue to oversee long-term planning for the Bucks County real estate and hospitality business, which has emerged as a preeminent destination for entertainment as well as shopping and dining. He will also manage the overall operations and resources, which include more than 350 employees, for the 42-acre property. The promotion was announced by Donna Jamison, daughter of Peddler's Village founder Earl Jamison, who serves as the chair of the Peddler's Village board of directors.

"Under Bob's leadership, Peddler's Village has achieved remarkable success over the past six years," said Jamison. "Bob has delivered record-breaking sales and profits after expertly navigating the devastating Covid-19 shutdown and the lingering challenges. He values tremendously both our employees and our customers, and he has consistently improved the level of retail and the physical property while also expanding its entertainment offerings. Additionally, he has fostered important partnerships with community leaders and organizations, including nonprofit institutions. We are pleased and proud to recognize this success by naming Bob McGowan chief executive officer."

Prior to joining Peddler's Village, Bob managed several of Philadelphia's most active hospitality properties. Most recently, he served as area general manager for the Valley Forge Hotel Management Company and PM Hotel Group, overseeing the complex that included the Crowne Plaza and Fairfield Inn in King of Prussia, PA. He also has extensive marketing and sales expertise, having held numerous related positions that include regional director of sales and marketing for five properties connected to the Somerset (New Jersey) Marriott Hotel. Bob holds a B.S. in Hotel, Restaurant, and Institutional Management from Penn State University. He is a board member of both Visit Bucks County and the Central Bucks Chamber of Commerce.

For more information about Peddler's Village, visit [peddlersvillage.com](http://peddlersvillage.com) or call 215-794-4000.

### **About Peddler's Village**

Peddler's Village is a 42-acre shopping, dining, lodging and family entertainment destination in Bucks County, Pennsylvania, that features graceful 18<sup>th</sup>-century-style buildings, lush gardens, and winding brick walkways. The site, which was created by Earl and Sheila Jamison in 1962, is one of Pennsylvania's premier attractions, drawing more than two million visitors each year. Its historical storybook setting includes 60-plus distinctive retail shops, eight restaurants, the 66-room Golden Plough Inn, and the Gigglesberry Fair indoor family fun center. Peddler's Village hosts numerous year-round festivals and seasonal events for the public, and is a popular site for weddings, corporate events, reunions, picnics, birthdays, and holiday parties.

Peddler's Village is located in the heart of Bucks County in Lahaska, Pennsylvania, just 40 miles north of Philadelphia and 80 miles southwest of New York City. For more information, visit [PeddlersVillage.com](http://PeddlersVillage.com) or call 215-794-4000.

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