



Route 202 & Street Road | Lahaska, Bucks County, PA 18931
Mailing Address | P.O. Box 218 | Lahaska, PA 18931

FOR IMMEDIATE RELEASE

October 23, 2025

Donna Jamison Cave Named CEO of Peddler's Village

Board of directors appoints daughter of Peddler's Village creators to lead the family-owned business

Lahaska, PA—Donna Jamison Cave, who has served as the chair of the board of directors of Peddler's Village for the past decade, has stepped into the role of Chief Executive Officer following the departure of former CEO Bob McGowan. In this role, Donna will oversee long-term planning for the Bucks County real estate and hospitality business, which welcomes more than two million visitors annually. She will also manage the overall operations and resources, which include more than 350 employees, for the 42-acre property. The appointment was announced by the board of directors.

The board statement emphasized the value and opportunity in having the daughter of Earl and Sheila Jamison, who created Peddler's Village in 1962, lead the still-family-owned business: "There is no one more familiar with the Peddler's Village ethos, history, and objectives than Donna Jamison Cave. Donna will steer Peddler's Village in promising and inspiring ways, continuing to elevate retail and hospitality experiences for guests while also remaining attentive to the many valued employees and the property itself."

"I am thrilled and honored to be the CEO of the business that my parents created," said Donna. "And there's never been a more exciting time to assume this leadership role. Peddler's Village is thriving. We have been named the number two shopping center in the entire nation, we are welcoming more visitors than ever before, and we are looking forward to continued success this holiday season and for years beyond."

As a daughter of Earl and Sheila Jamison, who created Peddler's Village in 1962, Donna brings to this leadership



60+ Retail Shops
PeddlersVillage.com
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role lifelong involvement and familiarity with all of the Peddler's Village operations. She began working at Peddler's Village as a teenager, learning all aspects of the business, and returned to the Village after college. She ultimately served as Chief Operating Officer for nearly a decade before turning her attention to raising her two children.

Since 2003, Donna has served as a trustee of Peddler's Village and has been chair of the board for the past ten years. In 2023, she and her husband Jeff purchased the expansive historic property—now known as The Inn at Fox Briar Farm—located behind Peddler's Village that was Donna's childhood home. After overseeing a major renovation, Donna two years ago opened the property as a an eight-room bed and breakfast that has since become a leading wedding/event venue in Bucks County.

In the chief executive role, Donna will carry on the legacy of her parents, who 63 years ago established high aesthetic standards, excellent customer service, and the delivery of quality products.

For more information about Peddler's Village, visit 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 18th-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 Giggleberry 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 or call



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Media Contact:

Christine Hensel Triantos

Vice President, Marketing and Communications

[Peddler's Village](#)

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ctriantos@peddlersvillage.com



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