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## MISS PHILADELPHIA SCHOLARSHIP ORGANIZATION NAMES NEW EXECUTIVE DIRECTOR

Philadelphia, Penn., (December 9, 2017) – The Miss Philadelphia Scholarship Organization (MPSO), a local preliminary to the Miss Pennsylvania and Miss America pageants, is proud to announce Mr. Bobby Biddle as the new Executive Director, effective immediately. A Delaware native and current Philadelphia resident, Bobby brings with him an extensive background of volunteerism and leadership within the Miss America pageant system.

“After nearly fifteen years of volunteer work for the Miss Delaware program, I thought I was retired,” said Bobby. “When the Miss Philadelphia board of directors approached me, I was both surprised and honored, and knew this would be an exciting new chapter in my pageant journey.”

Mr. Biddle previously served as Executive Director for the Miss Greater Wilmington Organization, a local preliminary to the Miss Delaware pageant. He now joins current MPSO board members: Mary Kaye Anthony, Brintha Vasagar, Kiplee Bell, Lauren Bilski, Kim Raichle, Alicia Roberts, as well as Miss Philadelphia’s Outstanding Teen Executive Director Diamond Edmonds.

“On behalf of the Miss Philadelphia Scholarship Organization Board of Directors, I am honored and thrilled to welcome Bobby Biddle to our family as Executive Director,” said Mary Kaye Anthony, a former Miss Philadelphia and current MPSO board member. “Bobby brings a depth of knowledge and experience as an educator, performer, and longtime volunteer within the Miss America Organization. I know he shares our passion and commitment to helping young women achieve their personal goals, foster their talents and earn educational scholarships.”

Founded in 1921, Miss Philadelphia has evolved from a bathing beauty contest to a scholarship organization which is now a local subsidiary of Miss America, the nation’s largest provider of scholarship assistance to young women. Titleholders are awarded educational scholarships and spend a year of service as MPSO spokesperson, advocating for the organization as well as their personal platform.

“Bobby brings with him a sincere and inspired commitment to community service and leadership that truly is the cornerstone of our program,” said Mary Kaye. “I feel confident that with Bobby as part of our team, Miss Philadelphia’s reach and impact will continue to grow and thrive for many years to come.”

Bobby studied Business Administration and is currently employed in Manayunk for an apparel and printing business. He also works for a high school band program in Montgomery County.

When asked about his aspirations in his new position, he said, “I have long admired the Miss Philadelphia pageant and their late Executive Director, Col. Kevin J. McAleese, as well as the Miss Pennsylvania program, so I certainly hope I can make everyone proud.

“I am looking forward to working alongside this incredible group of volunteers at both the local and state level.”

The Miss Philadelphia competition will be held on February 24<sup>th</sup> 2018, 6:30 pm at Drexel University's Mandell Theater. The winner goes on to compete for the title of Miss Pennsylvania 2018 in Pittsburgh next June. Those interested in competing should email [missphiladelphiaorg@gmail.com](mailto:missphiladelphiaorg@gmail.com), or visit the website at [www.missphiladelphia.org](http://www.missphiladelphia.org) for more information.

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The Miss Philadelphia Scholarship Organization is committed to the educational, professional and personal development of young women in the Greater Philadelphia region. Miss Philadelphia is a local subsidiary of the Miss America Scholarship Organization, the largest provider of scholarship assistance for women in the world.

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