



Punchbowl® Announces New Licenses with Top Brands; Unveils 2019 ‘Characters Kids Love’ Collection

*Company adds new branded online invitations to its platform,
extends leadership position in Kids Birthday market*

Framingham, MA (PRWeb) January 22, 2019 — Punchbowl®, the company behind the critically acclaimed technology platform for online invitations and digital greeting cards, today announced new licenses with top brands including Disney, Entertainment One, Mattel, and Moose Toys. The company also unveiled the 2019 ‘Characters Kids Love’ collection — hundreds of branded invitations that feature iconic, beloved characters from these new licenses and refreshed designs from Hasbro, Marvel, Nickelodeon, Penguin, Sanrio, Sesame Street, and more. The collection features more than 510 characters across 600 branded designs.

“These new licenses are a fantastic addition to the largest selection of branded invitations ever assembled,” said Matt Douglas, CEO, Punchbowl. “Our 2019 ‘Characters Kids Love’ collection has the most popular party themes and extends our unchallenged leadership position in the Kids Birthday market.”

The new licensed invitations in the 2019 ‘Characters Kids Love’ collection were created in collaboration with the following brands, and are inspired by popular films, television shows, and toys that are in high demand as kids birthday party themes.

- **Disney:** The launch includes new online invitations featuring Mickey Mouse, Minnie Mouse, Disney Princess characters, Coco, Incredibles 2, Moana, Ralph Breaks the Internet, and more. These new designs provide modern, digital parents with an easy way to create an unforgettable Disney-themed party for their child.
- **Entertainment One:** Parents can now send online invitations that feature beloved characters from the top-rated animated programs *Peppa Pig* and *PJ Masks*. The new collection of Peppa Pig invites brings all the charm and magic of Peppa’s world to life to kick off a memorable birthday. For an adventure-filled party, PJ Masks designs starring nighttime heroes Catboy, Owlette, and Gekko set the scene for an action-packed celebration.
- **Mattel:** The new collection offers dynamic online invitations for both Barbie and Hot Wheels. The Barbie invitations include retro, iconic, and signature artwork to suit every birthday style. New designs for Hot Wheels offer kinetic and playful birthday invitations for parents of young fans.
- **Moose Toys:** Inspired by the popular toys, the collection also features the debut of Shopkins online invitations. The selection of colorful birthday invitation designs features favorite characters like Strawberry Kiss, Kooky Cookie, Mystabella, Miss Pressy, Peppa-Mint, Rainbow Sparkles, and many more.

Punchbowl has received industry recognition as a leader in the Kids Birthday market. Party hosts can easily personalize invitations from the ‘Characters Kids Love’ collection with the company’s best-in-class mobile apps or at Punchbowl.com. Invitations can be delivered instantly by text or email. Every design includes a matching envelope liner, postage stamp and greeting, and select designs include the option to add the birthday child’s photo next to a character on the invite.

To see the ‘Characters Kids Love’ invitation collection, visit <https://www.punchbowl.com/2019> or download the free app from Punchbowl at <https://punchbowl.app.link/2019>

About Punchbowl, Inc.

Punchbowl is the company behind the critically acclaimed technology platform for online invitations and digital greeting cards. The company runs its platform on Punchbowl.com, best-in-class iOS and Android apps, and also licenses its technology to carefully selected consumer companies. More than 150 million online invitations and digital greeting cards have been sent on the Punchbowl platform. The company was founded by entrepreneur Matt Douglas, is located in Framingham, MA, and is backed by Party City Holdings Inc., Intel Capital, Contour Venture Partners, and Launchpad Venture Group. To learn more, visit <https://www.punchbowl.com/company>