



Punchbowl® unveils 2016 'Characters Kids Love' collection

Punchbowl adds new properties to its 'Characters Kids Love' collection, extends leadership position in Kids Birthday market

Framingham, MA (PRWeb) January 20, 2016 — Punchbowl®, the gold standard in online invitations, today unveiled the 2016 'Characters Kids Love' collection — hundreds of branded invitations that feature iconic, beloved characters from Disney, Hasbro, Nickelodeon, Sanrio, Sesame Street, and many more.

The 2016 'Characters Kids Love' collection features more than 220 characters across 330 branded designs from Disney, Activision, Hasbro, Nickelodeon, NFL Players Association, Penguin Books, Sanrio, Scholastic, Sesame Street, and WWE. The collection includes beloved, animated and illustrated children's characters as well as real-life heroes. All of the invitations are available on desktop, tablet, or mobile phone.

"The 'Characters Kids Love' collection is the most comprehensive selection of branded invitations ever assembled," said Matt Douglas, CEO, Punchbowl, Inc. "Our 2016 collection solidifies Punchbowl as a leader in the Kids Birthday market."

Highlights of the 2016 'Characters Kids Love' collection include:

- Hundreds of popular kids themes such as Mickey Mouse, Frozen, Teenage Mutant Ninja Turtles, Dora the Explorer, Sesame Street, Hello Kitty, My Little Pony, Transformers, and Skylanders
- New branded designs that feature Snow White, PAW Patrol, Clifford the Big Red Dog, The Magic School Bus, Blaze and the Monster Machines, NERF, Tonka, and NFL Players
- Matching envelope liners, postage stamps and greetings
- Ability to add a personal photo next to a character on the invite

Kids Birthdays represent one of the largest party segments, and the 'Characters Kids Love' collection serves a distinct need in the market. According to a recent survey of moms, more than three-quarters say their child's birthday party theme is influenced by popular TV shows and movies, and 57% say that they're more likely to use a digital invitation if it features popular characters that their kids love.

Punchbowl has received critical acclaim and industry recognition for its usability and simplicity. Moms can easily create, personalize and send beautiful online invitations from their phone, tablet or desktop at [Punchbowl.com](http://www.punchbowl.com) or through the site's iOS or Android apps. The platform was the winner of the 2015 MITX award for "Best User Interface."

To see the 'Characters Kids Love' invitation collection, visit:

<http://www.punchbowl.com/invitations/category/kids-characters>

About Punchbowl, Inc.

Punchbowl is the company behind the critically acclaimed website [Punchbowl.com](http://www.punchbowl.com), the new gold standard in online invitations. The site includes the 'Characters Kids Love' online invitation collection, which features iconic, beloved characters. More than 90 million people have sent and received online invitations and digital greeting cards from Punchbowl. The company was founded by technology entrepreneur Matt Douglas, is located in Framingham, MA, and is backed by Intel Capital and Contour Venture Partners. To learn more, visit <http://www.punchbowl.com/company>