



## **Punchbowl® unveils state-of-the-art iOS app; launches holiday pledge campaign to address environmental impact of paper invites & cards**

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*Punchbowl offers digital alternative to more than 1.6 billion paper invites and cards discarded during the holiday season; pledges a percentage of profits to combat paper waste*

Framingham, MA (PRWeb) November 15, 2016 — Punchbowl®, the gold standard in online invitations, today unveiled a state-of-the-art iOS App for iPhone and iPad — an innovative platform for creating, sending, and managing digital party invitations. The company also launched a pledge campaign to raise awareness about the environmental impact of paper invitations and cards sent during the holiday season.

“Literally billions of paper invites and cards are sent and discarded during the holiday season, and the impact this tradition has on our planet is staggering,” said Matt Douglas, CEO, Punchbowl, Inc. “Our platform makes it possible to send digital party invitations and cards that are memorable and personal, and do not contribute to this cycle of waste.”

The new iOS app from Punchbowl, created by the team that won the prestigious MITX award for user interface design, is packed with thousands of beautiful, free online invitation designs and powerful features to make planning easier for busy holiday party hosts. Highlights of the app include:

- Revolutionary user interface built to leverage iOS 10
- ‘Favorites’ feature to narrow down the selection of designs
- Easy input of party details such as event date and time using native iOS controls
- Ground-breaking technology to personalize text formatting
- Simple import options for contacts stored on the phone or on popular email clients
- Guest management features including the ability to track families and groups
- Instant updates about RSVP activity, advanced features to manage RSVP list

“I like to send digital invites because they have a positive effect on the environment,” said Susi Ecker, Punchbowl user. “They are quick and easy, with no envelopes to lick or stamps to stick on. The response from the recipients is always so positive as well.”

Today, the company also launched a pledge campaign for the holiday season. This year, Punchbowl will donate \$1 for every paid membership sold to help eliminate unnecessary paper production and waste. The company will make an additional donation when consumers select a design from a special collection of hand-picked designs. The money will be donated to Punchbowl.org Environmental Fund, Inc., an independent, nonprofit 501(c)(3) organization that launched earlier this year.

To experience the new iOS app from Punchbowl, download it for free from the [App Store](#).

### **About Punchbowl, Inc.**

Punchbowl is the company behind the critically acclaimed website Punchbowl.com, the new gold standard in online invitations. The site includes the ‘Characters Kids Love’ online invitation collection, which features iconic, beloved characters and the Handmade Art Collection that features gorgeous invitations handmade with paint, chalk, collage, pen, pencil, and calligraphy. More than 120 million online invitations and digital greeting cards have been sent 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 <https://www.punchbowl.com/company>