



## Punchbowl® wins 'Best User Experience' at the 2015 MITX Awards

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*19<sup>th</sup> Annual MITX Awards Celebrates Region's Creative Digital Ecosystem*

Framingham, MA (PRWeb) May 18, 2015 — Punchbowl®, the new gold standard in online invitations, has been selected as the winner of the 'Best User Experience' award at the 2015 MITX Awards.

The award comes just months after Punchbowl unveiled a stunning new user interface that was built from the ground up with tablet and mobile phones in mind. The new interface includes touch-friendly controls that give hosts the ability to quickly input event details, build a guest list, and send online invitations in just minutes. The result is intelligent invites that can be sent and received on tablet, phone, or desktop and have the look and feel of paper with the convenience of digital.

"We spent hundreds of hours designing and implementing the new user interface for Punchbowl," said Matt Douglas, CEO, Punchbowl, Inc. "This award is wonderful validation of the amazing team at Punchbowl and the simple, beautiful, and intuitive user interface that they created."

One of the largest and most prestigious annual awards competitions in the country for digital innovation, the MITX Awards program is unique in that it recognizes the region's entire digital ecosystem, including media, marketing, products, mobile, and more. The region's best and brightest minds came together to celebrate winners in 32 categories at a sold-out event held on May 14th at the Marriott Copley in Boston.

"The MITX Awards are a celebration of the New England digital community's Game Changers: The people and ideas driving the industry forward," said Amy Quigley, President of MITX. "We're proud to honor the amazing accomplishments of these creators and disruptors, who are igniting innovation in New England."

The 2015 MITX Awards was made possible by the generous support of its sponsors and partners. Platinum Sponsors: PwC and TripAdvisor. Gold Sponsors: Black Math, Cantina, DTZ, Morgan Lewis and TJX. Event Sponsors: AcclaimWorks and The Atom Group. Creative Sponsors: MassAV.

To experience the new Punchbowl, visit <http://www.punchbowl.com>

### **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. More than 85 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>

### **About MITX**

Established in 1996, MITX, the Massachusetts Innovation & Technology Exchange, is the leading industry organization focused on the web and mobile, bringing together the digital marketing, media and technology community to engage in what's next and how it will impact the marketing and business worlds. For more information, visit [www.mitx.org](http://www.mitx.org).