



Punchbowl® Wins Mom's Choice Award®; Named Among 'Best in Family-Friendly Apps & Software'

The Mom's Choice Awards® are globally recognized as a benchmark of excellence in family-friendly media, products, and services

Framingham, MA (PRWeb) January 22, 2019 — Punchbowl®, the company behind the critically acclaimed technology platform for online invitations and digital greeting cards has earned the prestigious Mom's Choice Award®. After rigorous evaluation by an MCA panel, Punchbowl received the highest commendation—a Gold Award—and was named among the best in family-friendly apps and software.

The award comes just months after Punchbowl redefined party planning from an activity that used to take days to one that now takes only hours. The company offers the ability to send digital invitations for birthdays, holidays, and other celebrations by text message, which provides instant delivery to guests and faster than ever before RSVPs.

"We make it easy for busy families to plan life's most important celebrations," said Matt Douglas, CEO, Punchbowl. "The Mom's Choice Award is wonderful validation of the amazing team at Punchbowl and the intuitive product we have created for our customers."

The MCA evaluation process uses a proprietary methodology in which entries are scored on a number of elements including design, originality, appeal, and cost. To be considered for an award, each entrant submits their product to be tested by MCA evaluators. Evaluators are bound by a strict code of ethics not only to ensure objectivity, but also to ensure that the evaluation is free from outside influence. The evaluations are submitted to the MCA Executive Committee for final review and approval.

"Our aim is to introduce families and educators to best-in-class products and services," explains Dawn Matheson, Executive Director of the Mom's Choice Awards. "Parents and educators know that products and services bearing our seal of approval are high-quality and also a great value. The MCA evaluation program is designed to incorporate the expertise of scientists, physicians and other specialists; but we also engage parents, children, educators, and caregivers because they are experts in knowing what is best for their families."

In a separate announcement, Punchbowl unveiled the 2019 'Characters Kids Love' collection — hundreds of licensed online invitations that feature iconic, beloved characters. The new collection offers busy parents the easiest way to send birthday invites starring their child's favorite characters.

To experience the award-winning online invitation platform from Punchbowl, visit <https://www.punchbowl.com> or download the free app 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>

About the Mom's Choice Awards®

The Mom's Choice Awards® (MCA) evaluates products and services created for children, families and educators. The program is globally recognized for establishing the benchmark of excellence in family-friendly media, products and services. The organization is based in the United States and has reviewed thousands of entries from more than 55 countries.

Around the world, parents, educators, retailers and members of the media look for the MCA mother-and-child Honoring Excellence seal of approval when selecting quality products and services for children and families.

Learn more about the Mom's Choice Awards by visiting their website:

www.MomsChoiceAwards.com