



## Punchbowl announces 'Mother of the Year' contest to honor moms

---

*Leading celebrations site for women launches contest with over \$1,000 in prizes*

Framingham, MA, April 9, 2013/24-7PressRelease/ -- Today, Punchbowl.com, the leading celebration site for moms, announced the 'Mother of the Year' contest. The contest provides a unique, thoughtful way to honor deserving moms in the weeks leading up to Mother's Day. The Grand Prize winner of the ['Mother of the Year' contest](#) will receive a \$500 gift card, weekly winners will receive \$50 gift cards, and other winners will receive a free Platinum membership on Punchbowl.

To nominate a mom, contest participants simply personalize one of the free digital ['Mother of the Year' cards](#) on Punchbowl with the details of their nomination, and send it to 10 recipients plus [contests@punchbowl.com](mailto:contests@punchbowl.com). The contest is open to anyone who wants to honor a parental figure including moms, grandmothers, sisters, clergy, and other community members.

"The lifeblood of our business are moms who have embraced the digital age," said Matt Douglas, CEO, Punchbowl. "The 'Mother of the Year' award is our way to recognize the amazing moms who plan, organize, and celebrate all of life's occasions."

The 'Mother of the Year' contest comes on the heels of continued strong online growth in the social expressions market. Women between the ages of 25 and 44 plan the majority of all celebrations, and 53% of moms say they use technology to help plan special occasions like holidays or birthdays. The average mother of two spends up to 23% of her free time planning parties, holidays, get-togethers, and other family events.

In addition to best-in-class online party planning, Punchbowl offers [eCards](#) that have the look and feel of paper and provide a thoughtful way to send well-wishes online. The 'Mother of the Year' collection is no exception. Contest participants can write about their nomination inside each card design as well as upload a photo of their nominee. They can customize the envelope liner, postage, and rubber stamp to create a truly personalized nomination.

### Contest details:

- Grand Prize winner will receive a \$500 gift card
- Weekly winners will receive a \$50 gift card
- Weekly winners will receive a Platinum membership (valued at \$99)
- To enter, send a ['Mother of the Year' card](#) announcing a nomination to 10 recipients plus [contests@punchbowl.com](mailto:contests@punchbowl.com)
- The contest runs through 11:59 PST on May 17, 2013
- Winners will be notified via email by May 31, 2013

Nominate a mom at <http://www.punchbowl.com/mother-of-the-year-contest>

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

Punchbowl is the company behind the critically acclaimed website Punchbowl.com, the one-stop site that helps smart moms and savvy professionals celebrate special occasions, milestone events, and holidays. Punchbowl offers a modern, effortless way to plan an unforgettable celebration with start to finish party planning. In addition, the site offers digital greeting cards that have the look and feel of a traditional paper card. Founded by Internet and user interface experts Matt Douglas and Sean Conta, the company is located in Framingham, MA and is backed by Contour Venture Partners and Intel Capital. To learn more, visit <http://www.punchbowl.com/company>