



## Punchbowl Redefines Party Planning, Enables Impromptu July 4th Gatherings in Less than an Hour

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*Punchbowl adds text message invites to its platform, recommends suite of on-demand services to provide modern hosts the fastest way to plan a July 4th party*

Framingham, MA (PRWeb) June 26, 2018 — Punchbowl®, the company behind the critically acclaimed technology platform for online invitations, today redefined party planning from an activity that used to take days to one that now takes only hours. The company now offers the ability to send digital invitations by text message which provides instant delivery to guests and faster than ever before RSVPs. When combined with other services, party planning is now on-demand.

Over the past two decades, party planning has evolved due to the advent of technology. Today, mobile innovation has ushered in a new era of services that provide new, faster solutions for party hosts. Punchbowl provides hosts with a rapid way to send invitations quickly over text and receive RSVPs within minutes. Hosts can complete their party with mobile access to services that are instantly available through a handheld device. This combination reduces friction for consumers and forever changes how hosts plan events.

"The addition of text message invitations delivers a whole new way to plan a party," said Matt Douglas, CEO, Punchbowl, Inc. "When paired with easy-to-use, on-demand services from companies we admire, Punchbowl provides an unbelievably fast way to organize a get-together or special event."

The team at Punchbowl has carefully selected additional on-demand services to pair with Punchbowl to make party planning rapid. To plan an impromptu July 4th party in less than an hour, Punchbowl recommends these on-demand services:

- Send digital invitations by text message and collect RSVPs instantly with Punchbowl
- Get groceries delivered to your door in as little as 1 hour with Instacart
- Buy party supplies and decorations online and pick them up at a local Party City store
- Cue up a festive July 4th playlist on Spotify, curated by the team at Punchbowl

Punchbowl previously announced the closing of an investment from leading party goods company Party City (NYSE:PRTY). Ryan Vero, President of Party City Retail Group and Executive Vice President of Party City Holdco Inc. is a member of the company's Board of Directors.

To plan an impromptu July 4th party in less than an hour, visit  
<https://www.punchbowl.com/partyplanning>

### 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>