



MyPunchbowl.com Launches Reasons to Celebrate

MyPunchbowl.com launches Reasons to Celebrate site on National Gummi Worm Day

Framingham, Mass. (PitchEngine) July 15, 2009 – Do you love to devour unique tidbits of amusing information that may spark a fond memory or ignite engaging conversations with your friends? MyPunchbowl.com, the leader in start to finish party planning, has launched a new section on its website “Reasons to Celebrate.” This new section identifies Reasons to Celebrate for 365 days of the year - often with more than one reason to celebrate for each day, week, and month. The site’s social sharing capabilities allow you to share your favorite reasons to celebrate on Twitter, Facebook, and more. These quirky and interesting holidays make great fodder for Twitter, where people post all kinds of random information. You can follow the feeds at MyPunchbowl.com to see what your friends are tweeting.

The month of July is jam packed with many engaging reasons to celebrate including: National Ice Cream Day, National Cousins’ Day, National Parents’ Day, National Hammock Day (which may force the workaholic to actually plan time to relax), and even National Hot Dog Day! What better reason to light up the grill, invite the neighbors over, and host a hot dog roast!

“The level of customization and personalization available on MyPunchbowl.com makes the site popular for life milestone events such as birthdays, holidays, baby showers, and anniversaries. Now with the addition of Reasons to Celebrate, you can find holidays that will not only amuse you but may even provide a fun reason to host a party,” said Matt Douglas, CEO, Punchbowl Software.

By becoming a member of MyPunchbowl.com, you can:

- Design and customize online invitations, Save the Dates, and free eCards with a variety colors and fonts
- Upload your own pictures into Save the Dates, invitations, and eCards
- Allow your guests to help select a date that works best
- Easily import addresses and manage RSVPs
- Track items guests will bring to your party
- Manage your own to-do list with a party checklist
- Search theme ideas
- Order customized party favors
- Create gift registries
- Get tips and party planning advice
- Embed video into your eCards
- Share personalized eCards on Facebook or Twitter
- Create Birthday Reminders Lists

For more Reasons to Celebrate visit <http://www.mypunchbowl.com/holidays>

About Punchbowl Software

Punchbowl Software is the company behind the critically acclaimed website MyPunchbowl.com a site that helps consumers plan parties from start to finish. With ideas, [online invitations](#), favors, gift registries, photo/video sharing, and more, MyPunchbowl.com lets you infuse your personality into every aspect of a party. In addition to our award-winning party planning site, MyPunchbowl.com offers [free eCards](#), a useful [Birthday Reminders](#) service, [Engagement Announcements](#), and a content site called Reasons to Celebrate. Founded by software and user interface experts Matt Douglas and Sean Conta, the company is located in Framingham, Massachusetts and is backed by Contour Venture Partners and Intel Capital. To learn more, visit <http://www.mypunchbowl.com>.

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