

EasilyDo

FOR IMMEDIATE RELEASE



Email by EasilyDo Wins Best Productivity App in 9th Annual Shorty Awards

New York, NY, Apr. 6, 2017 –EasilyDo, Inc. today announced that its acclaimed Email app for iOS and Android (www.easilydoemail.com), is a winner of the 9th annual Shorty Awards in the Best Productivity App category. 9th Annual Shorty Award Brand and Organization winners were announced in AdWeek and will be celebrated at the star-studded awards ceremony on April 23rd in New York City.



The Shorty Awards, now in its ninth year, were the first awards show to honor social media. By constantly evolving along with the changing landscape of social media, The Shorty's remains the most prominent award show of its kind. The Shorty Awards continue to recognize the most influential, popular, and culturally relevant brands, organizations, agencies, campaigns and influencers across social media.

“We are honored and thankful to the Real Time Academy for choosing Email as the winner of this year’s best productivity app category of the Shorty Awards,” said Mikael Berner, CEO at EasilyDo, Inc. “Our team is dedicated to making the best mail app available and this award is a respectful acknowledgement of the tremendous work involved with that undertaking in a fiercely competitive industry.”

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Winners and honorees of the Shorty Awards were selected by members of the Real Time Academy of Short Form Arts & Sciences (rtacademy.org), comprised of experts in advertising, media, entertainment and technology. Members of the Academy include Luanne Calvert (CMO of Virgin America), Jonathan Mildenhall (CMO of Airbnb), Kimberly Bryant (Founder, Black Girls CODE, Shiza Shahid, (Co-Founder and Global Ambassador, The Malala Fund) and Bonin Bough (Chief Media and eCommerce Officer, Mondelez International) among others.

The Shorty Awards also introduced the inaugural Shorty Audience Honor this year, a new honor given to the brand or organization whose campaign received the most votes from the public.

About Email by EasilyDo

Email for iOS and Android was created by EasilyDo, Inc., an artificial intelligence company with a mission to transform how people get things done by presenting the right information at the right time. Founded in 2011 by Mikael Berner, former CEO of BeVocal, and Hetal Pandya, former Director at Nuance. Headquartered in San Jose, CA, EasilyDo, Inc. is backed by Mayfield and USVP.

For more information, please visit www.easilydomail.com. Follow us on Twitter & Instagram @[@EasilyDo](https://twitter.com/EasilyDo).

ABOUT THE SHORTY AWARDS

The Shorty Awards honor the best of social media and are produced by Sawhorse Media (<http://sawhorsemedia.com/>), a New York-based technology startup. Sawhorse also created and runs Muck Rack (<http://muckrack.com/>), the leading software platform that helps fortune 500 companies, brands, PR agencies and journalists build relationships, monitor news and measure the impact of media.

FIND THE SHORTY AWARDS ONLINE

Website: www.shortyawards.com

Facebook: facebook.com/shortyawards

Snapchat: [shortyawards](https://snapchat.com/add/shortyawards)

Twitter: [@shortyawards](https://twitter.com/shortyawards)

Instagram: [@shortyawards](https://instagram.com/shortyawards)

YouTube: www.youtube.com/shortyawards

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