



PRESS RELEASE

MyPostcard x EDITION F - Alone you have power, together we have force

Berlin, 25th July 2019 - Friends are the family you choose - they make life better, easier, and exciting. This year during the International Day of Friendship, MyPostcard and EDITION F plan to revel in friendship, living by the motto "Alone you have power. Together we have force."

Female Future Force Day

The International Day of Friendship celebrates friendship and takes place every year on the 30th July, reminding everyone of the significance of friendships, countries, and cultures. On this occasion, MyPostcard and EDITION F will give their readers and users presents, asking the world: will you go with me (or "Willst du mit mir gehen?") to Female Future Force Day! FEMALE FUTURE FORCE DAY was established by Edition F and occurs the 12th of October in the former airport building Tempelhof (Berlin). The goal being to support women in finding and developing their personal and professional path. Is there anything more beautiful than embracing friendship with shared moments and memories? Here's how it works.

1,000 Free Postcards - 1,000 Special Moments

Ask your favorite person to accompany you to FFF via a limited and exclusive postcard design. The card can be used as an invitation or as a nice gesture - remind your friends how important they are. These EDITION F designs can be personalized with your own pictures and words. Plus, new MyPostcard customers get the unique opportunity of sending a FFF postcard (A6 format) for free using the code "FFF19" - this offer only extends to the first 1,000 code users.

Alone You Have Power – Together We Have Force

The collaborators are extending the option of attending FFF day at a reduced price as a second gift. Get inspired and save 30€ on your regular ticket for FFF day with the code "MyPostcard". Simply enter the code on femalefutureforceday.com in the ticket section.



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About EDITION F

Nora-Vanessa Wohlert and Susann Hoffmann founded EDITION F, an online magazine, in Berlin in 2014. Their business and lifestyle magazine publishes career, society, and politics articles and became a strong voice in the media landscape through its authentic feminist approach. Since 2015, EDITION F offers paid online workshops in their online academy "FEMALE FUTURE FORCE Academy". In August 2018 the first FEMALE FUTURE FORCE DAY took place with the hope of drawing interest to personal, professional, and social development via lectures, panels, interviews, and masterclasses.

About MyPostcard

MyPostcard (the postcard of tomorrow) sends personal pictures from users' phones and computers as real, printed postcards everywhere in the world, all hassle free - we worry about shipping, printing, and posting. Our app can be downloaded in ten languages and provides more than 10,000 designs, the most designs offered worldwide. Oliver Kray, a designer, Serial-Entrepreneur, and CEO, founded MyPostcard, which is based in Berlin, has an office in New York, and currently employs 25 people.

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