



PRESS RELEASE

#Sleepforpeace campaign for World Peace Day - MyPostcard supports Hostelling International

Berlin, September 21, 2019 - Travel brings people and cultures together: Today, on World Peace Day, it is especially important to be aware of its peace-making role. To mark this occasion, MyPostcard supports its long-standing partner Hostelling International and offers new postcard designs in store to go with the #Sleepforpeace campaign.

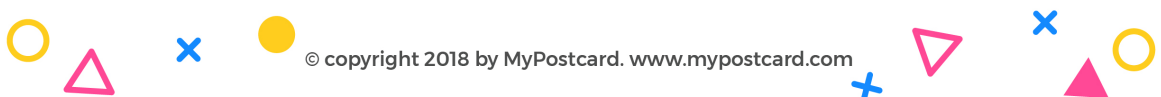
Travel as an adventure to inspire peace

Travelling doesn't just make you happy, it also educates you. It develops character and broadens your horizons. It provides the opportunity to meet new people and to encounter other cultures. It makes you curious about new stories and the world itself. Be it hotels, hostels or host family stays, it's not just accommodation that's provided, it's also meeting places and new opportunities. Postcards are memories of moments, experiences and an opportunity to share them with special people at home or far away. They tell of special travel experiences, adventures and new friendships or encounters and as such have the unique ability to multiply the value of the journey. This is exactly why repeated cooperation with Hostelling International and mutual support is so important. In keeping with the #Sleepforpeace campaign, there are now new designs in the Design Store.

MyPostcard, as market leader in the European market in the field of postcard apps, considers itself particularly responsible for intercultural exchange, as well as the promotion of diversity and tolerance. Since 2013, Hostelling International has celebrated the International Day of Peace of the United Nations on September 21st with its action Sleep for Peace. This weeklong campaign is now being repeatedly supported by MyPostcard. Together, both partners work together for cultural education, peace and international understanding.

About Hostelling International

Hostelling International (HI) is a worldwide network of non-profit youth hostels that combined make up almost 4.000 youth hostels in 80 countries. Founded in 1932, HI is one of the world's largest international membership organizations, with more than 3.7 million members. HI is a member of the UNWTO and has advisory status with UNESCO and the United Nations.





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 15,000 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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