PRESS RELEASE

One Million Postcards Against Corona

MyPostcard and Deutsche Post launch a campaign to send free postcards

Berlin, December 1st, 2020 - Throughout Corona, we've all had the same motto: Keep a distance now, so that we can be close again later. MyPostcard and Deutsche Post are therefore jointly launching a unique postcard campaign under the motto #FürMichFürUns (#ForMeForUs) and are giving away one million postcards. Despite contact restrictions, the two partners aim to help people stay connected to their loved ones through this.

One million free postcards #FürMichFürUns
Among other things, winter 2020 and the second wave of Corona have demanded newly retightened contact restrictions. This social distance is particularly difficult in the cold season. For this reason, long-standing business partners, MyPostcard and Deutsche Post AG, are launching the unique #FürMichFürUns campaign and are giving away one million postcards. The postcards are intended to connect people and make this lack of proximity feel a little bit easier. For sending love to your grandparents, your best friend and all the special people you miss so much.

Ole Nordhoff, Head of Marketing and Sales at Post & Parcel Germany (Department of Deutsche Post), explains what triggered the campaign: "During the difficult times brought about by Corona, we are all longing for normality. Who doesn't miss meeting family members or friends? But for this to be possible again soon, we must first continue to keep our distance. With our postcard campaign we hope to encourage perseverance and at the same time offer an alternative to direct or digital contact: personal postcard greetings, so that you can at least be close in one way. Writing connects! "

"To feel connected to the people who are important to you, in spite of the distance - that's what we want to achieve with this campaign and our one million free postcards. At the same time, however, we also want to draw attention to the protective measures and the importance of following them," says Oliver Kray, CEO of MyPostcard. He adds: "We have a longstanding and very successful ongoing collaboration with Deutsche Post, which makes us all the more happy to be launching this unique campaign together."

Here's how it works

First install the free MyPostcard app from the app store. After opening the app, simply head to the #FürMichFürUns profile in the design shop. Choose a postcard design and either add your own photo to it or select one of the ready-made designs. There are dozens of different motifs and encouragement cards to choose from, which were created especially for this campaign. The menu navigation is made up of simple steps, first comes the text field of the postcard and then the address field. Fill it in and send free of charge - and you're done! Alternatively, you can select and create the postcards via the action page (link to the design profile) on mypostcard.com. The campaign will run until the quota of 1,000,000 postcards is met. Three postcards may be sent for every user.

With their campaign, Deutsche Post and MyPostcard are supporting the efforts of the German Federal Ministry of Health to help contain the infection rate of COVID 19 by restricting personal contact. The current postcard templates were therefore deliberately created based on the current embassies of the ministry in order to encourage perseverance and to offer an alternative to direct contact. Being unified against Corona - that remains important. Find out more now at zusammengegencorona.de.

About Deutsche Post AG
Deutsche Post is the largest postal service provider in Europe and the market leader in the German letter and parcel market. With the strong Deutsche Post brand and around 150,000 employees all committed to the highest standards of service and sustainable action, the company is "Die Post für Deutschland" ("The post for Germany"). Deutsche Post's range of products and services combines the present and future of postal and communication services: from letter and parcel delivery to secure electronic communication and dialogue marketing for both private and business customers. The company is a pioneer in new technologies such as CO_2-neutral shipping and logistics solutions for online trading.

Deutsche Post is part of the Deutsche Post DHL Group. The group realized sales of more than 63 billion euros in 2019. The group makes a positive contribution to the world through sustainable action and commitment to society and the environment. Deutsche Post DHL Group is aiming for zero-emissions logistics by 2050.

About MyPostcard
The postcard of tomorrow: MyPostcard is Germany's most successful postcard app, letting customers send their own photos as real printed postcards. The app is currently available in ten languages and is home to the world's largest collection of postcards for sale with more than 50,000 designs available. With the help of an international network of printing houses, MyPostcard takes care of printing and delivering the personalized postcards. Founder and CEO is Oliver Kray, a designer and serial entrepreneur. The company is headquartered in Berlin with an additional office in New York and currently employs 30 staff. It is ranked among the top 1000 fastest growing companies in Europe according to the Financial Times, even achieving place 19 in the ecommerce sector.

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