



## PRESS RELEASE

### **A star with cult status - Hansi Hinterseer presents exclusive postcard in the MyPostcard Designshop**

**Berlin, 09.03.2021** - Fans of the cult star Hansi Hinterseer can count themselves lucky: The pop singer is launching an exclusive postcard collection together with [MyPostcard](#). The motifs will be available from 09.03.2021 in the [design shop](#) of the postcard app.

#### **Hansi Hinterseer - A star with cult status**

With no less than two career peaks, [Hansi Hinterseer](#) is a trademark in his own right. He is a legend and a cult figure at the same time. In the 1970s, he started his career out as a ski racer. Several World Cup race successes followed: Overall World Cup winner in giant slalom, giant slalom silver medal in the 1976 World Championships, six World Cup victories in slalom and giant slalom between 1973 and 1977, 2 times professional world champion in downhill. At the end of the eighties, however, the ski champion said goodbye to professional sport and swapped the slopes for the stage. Since then he has established a name in the world of folk music and it is hard to imagine the world of music without him. Instead of podium finishes, the world-class athlete has since been collecting metal awards and prizes in his new professional home, music.

#### **Postcard collection for the fans**

The pop star is now launching a very special collection of postcards together with MyPostcard. Fans will find 20 selected postcard motifs in the [Hansi Hinterseer's MyPostcard design profile](#). German hit music fans can design the motifs either on their own or in combination with their own photos and send them as greetings to family and friends. The exclusive postcard collection is available from 09.03.2021 in the design shop of MyPostcard.

#### **About MyPostcard**

The postcard of tomorrow: MyPostcard is Germany's most successful postcard app making it possible to send personal photos as real printed postcards. The app is currently available in ten languages and offers more than 50,000 designs making it the biggest selection of postcards available worldwide. With the help of an international printing network, MyPostcard takes care of printing, stamps and worldwide delivery of the personalized postcards. Founder and CEO of the company is designer and serial entrepreneur, Oliver Kray. The company is based in Berlin with an additional office in New York and currently employs 30 employees. It ranks among the Financial Times' 1000 Fastest Growing Companies in Europe, and in the ecommerce category, even scores 19th place.

#### **For further information:**



Maria Gomelskaia  
MyPostcard.com GmbH  
Hohenzollerndamm 3  
10717 Berlin  
Phone: +49 (0)30 - 403 64 54 25  
maria@mypostcard.com  
[www.mypostcard.com](http://www.mypostcard.com)

Sarah Mikoleizik  
Wilde & Partner  
Franziskanerstraße 14  
81669 München  
Tel. +49 (0)89 -17 91 90 -50  
Fax: +49 (0)89 -17 91 90 – 99  
Sarah.Mikoleizik@wilde.de  
[www.wilde.de](http://www.wilde.de)

