



PRESS RELEASE

TERRE DES FEMMES x MyPostcard: #WERISE Campaign raises €3000 to support women's rights

Berlin, 25.01.2021 - For International Women's Day in 2020, TERRE DES FEMMES and MyPostcard launched a joint campaign calling for empowerment among women. Now, MyPostcard donates the proceeds to TERRE DES FEMMES and stands up once again for a self-determined, equal and free life for girls and women worldwide.

After last year's successful collaboration between TERRE DES FEMMES and MyPostcard, the donation cheque has now been handed over to the non-profit organization. MyPostcard rounds it up generously to €3000 and donates 100% to TERRE DES FEMMES.

Under the motto #WERISE, the campaign encouraged in particular women not to be restricted by existing social norms and to call for mutual support among women. In the campaign video, seven strong women are seen in especially male-dominated professions to motivate women to realize their own dreams against all odds. Specially developed postcard designs were also offered to write to extraordinary women about how worthy they are of admiration.

Following the successful collaboration, MyPostcard was able to deliver the donation cheque to Christa Stolle and her team at TERRE DES FEMMES. The proceeds from the one-month project thus make an important contribution to strengthening equal rights in our society.

"Social commitment has been close to our hearts from the very beginning. It's great to see how much of a difference you can make with postcards. We are all very pleased to be working together with TERRE DES FEMMES for the second time and ultimately to be able to contribute to girls and women being able to lead self-determined lives all over the world.", says Oliver Kray, founder and CEO of MyPostcard.

MyPostcard thanks everyone involved in the #WERISEcampaign!





About TERRE DES FEMMES

TERRE DES FEMMES e.V. is a non-profit human rights organization, which advocates for a self-determined, equal and free life for women and girls worldwide. Through awareness-raising initiatives, publications, events, campaigns and lobbying, TERRE DES FEMMES is sensitizing the public and politics to sex-based violence and discrimination. The work of the organization concentrates on the key topics of female genital mutilation (FGM), domestic and sexual violence, marital rape, trafficking, prostitution, equal rights and integration, as well as international cooperation. Further information can be found here www.frauenrechte.de/en/.

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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