



PRESS RELEASE

Vacation Greetings in Corona Times - MyPostcard gives away 350 thousand postcard

Berlin, 12.07.2021 — Thanks to the progress of vaccinations, this year's motto is once again, summertime is vacation time. MyPostcard is prolonging its postcard campaign and giving away another 350,000 postcards. The Berlin-based company will once again help provide vacation greetings to loved ones, and at the same time reminds them of the as ever important AHA rule.

350,000 free vacation greetings

Summertime is also vacation time for many people. Due to the progress of vaccination programs, traveling is also possible again. The Corona vaccination is the most effective way out of the pandemic. That is why every vaccination counts. We can also protect ourselves and others through regular testing and compliance with the AHA guidelines and keep the risk of infection low, because the coronavirus pandemic is not over yet. To make sure this doesn't get forgotten in the midst of travel euphoria, MyPostcard is extending its postcard campaign and giving away another 350,000 free postcards. For sunny vacation greetings to grandparents, relatives, friends and colleagues under the motto **#ZusammenGegenCorona** (**#TogetherAgainstCorona**); a small postcard carrying sunny vacation greetings and an important message.

"The vacation season is in full swing. That is why it is once again a particular concern for us to remind people in these times how essential testing and the AHA rule still are. For this important message we are providing another 350,000 free postcards for personal greetings," says Oliver Kray, founder and CEO of MyPostcard.

With this campaign, MyPostcard is supporting the "Together against Corona" initiative of the German Federal Ministry of Health. For more information, visit www.zusammengegencorona.de.

And here is how it works

Simply download the free MyPostcard app from the app store and navigate to the [#ZusammenGegenCorona](https://www.zusammengegencorona.de) profile. From there you can choose from around 150 designs in a total of five languages and design them with your own photos. The postcard designs have been created especially for this summer campaign. Next, write the text, fill in the address fields and send your vacation greeting free of charge – that's it! MyPostcard takes over printing and dispatch. Alternatively, postcards can be created on the promo page of www.mypostcard.com. The





campaign runs until the contingent of 350,000 postcards is used up. Three postcards may be sent per user.

About MyPostcard

Die Postkarte von morgen: MyPostcard ist Deutschlands erfolgreichste Postkarten App, die es ermöglicht, eigene Fotos als echte gedruckte Postkarte zu versenden. Die App ist aktuell weltweit in zehn Sprachen verfügbar und bietet mit über 50.000 Designs das weltweit größte Postkartenangebot. MyPostcard kümmert sich mit Hilfe eines internationalen Druckerei-Netzwerkes um den Druck, die Frankierung und den weltweiten Versand der personalisierten Postkarten. Gründer und CEO ist Designer und Serial - Entrepreneur Oliver Kray. Das Unternehmen mit Sitz in Berlin und einem Büro in New York beschäftigt momentan 30 Mitarbeiter und gehört im Ranking der Financial Times zu den Top 1000 Fastest Growing Companies in Europa, im Bereich E-Commerce belegt Mypostcard europaweit sogar Platz 19.

For more information or inquiries:

Maria Gomelskaia
MyPostcard.com GmbH
Hohenzollerndamm 3
10717 Berlin
Tel.+49 30 – 403 64 54 25
maria@mypostcard.com
<http://www.mypostcard.com/>

Sunny Wunsch
haebmau ag
Rosenthaler Straße 52
10178 Berlin
Tel. +49 30 726 20 80
sunny.wunsch@haebmau.de
<https://www.haebmau.de/>

