PRESS RELEASE

**10,000 postcards for equal rights: MyPostcard, All Out and Grundgesetz für Alle organize a big hand-over ceremony in front of the German Bundestag**

* Big handing over event on International Day Against Homophobia, Transphobia and Biphobia, May 17, 2022
* MyPostcard hands over 10,000 postcards to queer commissioners of the German government and parliamentary party leaders of the German Bundestag.
* The goal is an explicit addition to Article 3 in the Basic Law for the protection of sexual and gender identity
* In addition, an art installation with 1,051 rainbow flags will take place on the Bundestag lawn

**Berlin, 17.05.2022 –** In recognition of International Day Against Homophobia, Transphobia and Biphobia, on May 17, 2022, MyPostcard together with All Out and the Initiative Grundgesetz Für Alle (GFA) organizes a big handover action in front of the German Bundestag: 10,000 postcards will be handed over to queer commissioners of the German government and parliamentary group leaders of the German Bundestag. All 10,000 postcards will be handed over with the demand to supplement the article 3 of the German Basic Law for the protection of sexual as well as gender identity. In the context of the #IFEELTHESAME campaign for Coming Out Day last year (11.10.2021) MyPostcard made the postcards available to send so that supporters could participate in the campaign free of charge.

Prominent support for the handover campaign on May 17, 2022 comes from, among others, the Queer Representative of the Federal Government, Sven Lehmann, the representatives of Queer Eye Germany as well as the company nextbike.

An art installation on the lawn in front of the German Bundestag with 1,051 rainbow flags also takes a stand against the increasing violence against queer people in Germany. The 1,051 flags are representative of 1,051 queer-hostile attacks in Germany in 2021 alone.

**Oliver Kray, founder and CEO of MyPostcard:** *"We very much appreciate the cooperation with All Out and Grundgesetz für Alle as part of the joint #IFEELTHESAME campaign. As a company, we see it as our social obligation to draw attention to these grievances so that positive change is possible."*

**Chris\*tian Gaa, initiator of the GFA initiative:** *"The annually increasing number of queer-hostile attacks in Germany as well as the openly trans\*-hostile statements of many an author or politician in this country show that not everything has been achieved with 'marriage for all'. In order to protect the rights queer people have fought for and to protect them from future discrimination by the state, as is happening in Poland, Hungary and Russia, queer people must receive the same constitutional protection as non-queer fellow human beings. This is long overdue. For this reason, we as a queer community will stand in front of the Bundestag on May 17 and 23 to draw attention to ourselves."*

**Stana Iliev, Campaign Manager AllOut:** *"The German Basic Law contains the most important rules for people living together in Germany. It should guarantee security, equality and dignity for all people. Therefore, the protection of gender and sexual identity must finally also be anchored in the Basic Law."*

The postcard handover took place on Tuesday, May 17, 2022, from 10 am to 1 pm on the Bundestag lawn in front of the Reichstag building, Platz der Republik 1, 10557 Berlin.

## About All Out

All Out is a global movement dedicated to creating a world where no one is forced to sacrifice their family, freedom, safety, or dignity to be themselves or to love the person of their choice. To mobilize thousands of people worldwide and work closely with local organizations and activists, they use creative strategies – online and offline – to generate attention for advancing lesbian, gay, bisexual and trans\* (LGBT) equality. For more information, visit [www.allout.org](http://www.allout.org).

## About the GRUNDGESETZ FÜR ALLE initiative

Since February 2020, the most important queer human rights organizations in Germany came together on a joint campaign to amend the German constitution. The campaign is non-partisan and is supported by many volunteers. The goal is to amend Article 3, Paragraph 3 of the constitution to protect sexual and gender identity.

**About MyPostcard**

[MyPostcard](https://www.mypostcard.com/en/) is Germany’s most successful postcard app and makes it possible to send personal photos as real printed postcards from anywhere via smartphone. With more than 70,000 designs, the company also has the world’s largest range of postcards and offers audio and video cards in addition to postcards and greeting cards. MyPostcard takes charge of printing, and delivering the personalized postcards worldwide with the help of an international printing network. The company, based in Berlin and New York, was founded in 2014 by designer and serial entrepreneur Oliver Kray (CEO) and is now successfully operating in the e-commerce industry with over five million users. Today, 35 employees work at the company. MyPostcard supports various social projects worldwide, including Amnesty International, All-Out.org, Terre des Femmes and in the past the #FreeDeniz campaign in cooperation with N24 / Axel Springer.

MyPostcard has a prestigious list of partners, including Deutsche Post, Haribo, adidas, Google and TUI. In the Financial Times ranking, MyPostcard is one of the Top 1000 Fastest Growing Companies in Europe. In the e-commerce sector, the company ranks 19th in Europe. MyPostcard has won the gold Stevie Award in the Company of the Year category, as well as the coveted Licensing International Award. At the 8th annual 2021 International Best in Business Awards, MyPostcard also won the Gold Globee® in the category “Heightening Awareness and Publicity Campaign of the Year / COVID-19-related Information” for the campaign, “One Million Postcards #ForMeForUs.” The MyPostcard app is available free of charge in the [App Store](https://apps.apple.com/de/app/mypostcard-foto-postkarten-app/id858686797) (ranked 4.7 stars) and [Play Store](https://play.google.com/store/apps/details?id=de.mypostcard.app&hl=de&gl=US) (ranked 4.1 stars). The app is currently available worldwide in eight languages.

For more information, please visit <http://www.mypostcard.com/>.

## ****Für weitere Informationen und Rückfragen:****

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

Anna-Katharina Sobotta  
schoesslers GmbH  
Neue Grünstr. 17/18  
10179 Berlin  
Tel: +49 175 1198 151  
anna.sobotta@schoesslers.com  
[https://schoesslers.com](https://schoesslers.com/)