



## PRESS RELEASE

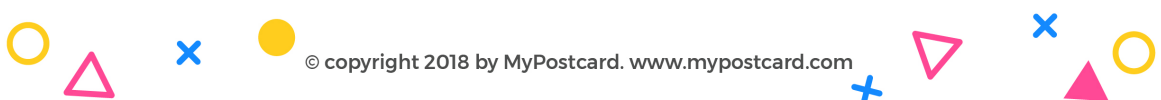
### **10.000 Free Postcards – Montblanc sends holiday greetings using MyPostcard**

**Berlin, June 26th 2019** – As the summer holidays have begun in the first German province, Berlin, the holiday season has now officially started. Not just thousands of vacationers will travel this summer. Countless postcards featuring kind words and greetings from exotic destinations will be on their way too. As a result of cooperation, Montblanc will giveaway 10,000 free postcards to MyPostcard users. The travel intensity has been steadily increasing these past years – more and more Germans tend to travel more frequently and longer. Whether it is a relaxing beach vacation or a short city trip – the wanderlust is likely to arise this summer. Vacationers rarely want to keep those memories of exotic destinations and special moments to themselves – the postcard has been a faithful companion of many travels during its 150-year-old history. Tangible, printed postcards are still relevant in a digital era – there's no replacement to retrieving some kind words from people you care about in your mailbox.

MyPostcard takes the best of both sides: The swiftness and simplicity of a digital greeting are combined with the personal aspect and the haptic experience of a traditional postcard. Once the user has used our app to individualise his postcard with personal photos and text, MyPostcard takes over to print and ship your greetings around the world. The traditional company Montblanc is one of the leading manufacturers of high-grade writing utensils and stands for writing culture and masterly craftsmanship. Right at the start of the holiday season this summer, Montblanc and MyPostcard are giving away 10,000 free postcards as a joint-cooperation. Ten thousand opportunities to send some quick holiday greetings to your friends, sending some birthday wishes, or simply to send someone a bunch of kind words. Simply enter code MONTBLANC25, which is available till July 31st 2019, during the check-out process. Those looking to spend a little bit of extra time on your next couple of paragraphs and are seeking a special writing-experience can benefit from the exclusive code MYPOSTCARD25. This will give you a 25 Euro discount on these selected Montblanc-products.

#### **About MyPostcard**

MyPostcard (the postcard of tomorrow) sends personal pictures from users' phones and computers as real, printed postcards everywhere in the world, all hassle free -





we worry about shipping, printing, and posting. Our app can be downloaded in ten languages and provides more than 10,000 designs, the most designs offered worldwide. Oliver Kray, a designer, Serial-Entrepreneur, and CEO, founded MyPostcard, which is based in Berlin, has an office in New York, and currently employs 25 people.

### **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

Henriette Herfeldt  
Wilde & Partner  
Franziskanerstraße 14  
81669 München  
Phone: +49 (0)89 -17 91 90 21  
Fax: +49 (0)89 -17 91 90 99  
henriette.herfeldt@wilde.de  
www.wilde.de