



PRESS RELEASE

MyPostcard launches collaboration with American Heart Association

MyPostcard is launching a new collaboration for the month of September, together with the American Heart Association, one of the largest NGOs in America. For nearly 100 years, they've been fighting heart disease and stroke, striving to save and improve lives.

The American Heart Association

The American Heart Association was founded in 1924 by six cardiologists. Since then the AHA has grown into America's oldest and largest voluntary organization dedicated to fighting heart disease and stroke, which are the leading causes of death worldwide. The mission to be a relentless force for a world of longer, healthier lives unites more than 33 million volunteers and supporters as well as more than 3,400 employees. AHA has invested more money in research than any U.S. nonprofit organization and had some life-changing research breakthroughs.

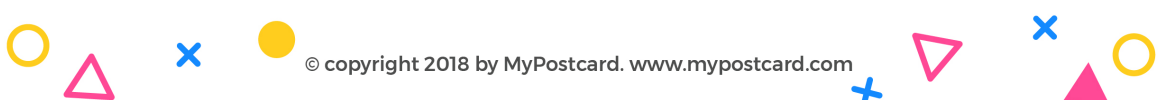
We from MyPostcard are glad to collaborate with an association of that size and scope. Let's make an impact together!

MyPostcard collaborates with American Heart Association

In order to raise awareness for health-related issues and well-being in general, MyPostcard is raising funds for AHA this September. For every postcard we sell, 1\$ will be donated to the AHA. The 12 designs that were created evolve around AHA's core mission: health and how to improve it. They created a revolutionary movement called Healthy for Good, that should inspire everyone to create lasting change in your health and your life, one small step at a time. The approach is simple: Eat smart. Add color. Move more. Be well.

Raise awareness and show your support now by sending a postcard to a person you care about!

Find our designs here and send a postcard now!





If you're interested in the movement, you should also check out their blog, helpful tips, and recipes here.

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