

PRESS RELEASE

Over 1,000 Welcome Postcards to Heidenau. Now it's Hamburg's Turn - Blogger for Refugees

Just over a week ago, we were asked by a dear blogger if we could support the organisation "Blogger for Refugees". With MyPostcard, she sent the first welcome postcard to Heidenau and inspired us to this idea. Our designers have created their greeting cards for the category "Blogger for refugees".

Why Heidenau? In Heidenau, recent weeks showed an increase in right-wing demonstrations. The NPD had called for protests, followed by the riots. It is disgusting and unacceptable to see how a small part of our society has expressed and behaved in recent weeks. That makes you sad and stunned. With this action, we want to show you that this is only a small minority. The vast majority share the fates of the refugees as they deserve - respectful and cosmopolitan. We altogether want to set a signal with the postcard campaign — a sign against racism, xenophobia and blind baiting.

We sent over 1000 postcards to Heidenau this week. The DRK Sachsen has posted a photo of the first postcards received on the Facebook page.

Since the action was so successful, we would like to repeat the movement for Hamburg. There are over 90 refugee homes, and the exhibition hall has been converted into a clothing store so that the refugees receive new clothing and other donations in kind.

That's how it works

1. Download the free MyPostcard app.
2. Design a postcard with your own pictures or choose a pre-made design from the greeting card category "Blogger for refugees"
3. Write your English greeting text on the card
4. Enter the recipient address:
refugees welcome Hamburg
c/o Baschu e.V.
Im Hegen 14a
22113 Oststeinbek



5. Click on "Send and Pay" and pay the greeting card or postcard with the free code "hamburg". Already your card will be sent for free.
6. Share the post on Facebook or Twitter so others can also learn about the action #postcardstohamburg #refugeeswelcome #bloggerfuerfluechtlinge

We thank you for your support. We hope to send at least as many postcards to Hamburg. The cards are collected in Oststeinbek and then handed over to the Hamburg Chamber of Clothing, where the refugees can pick up clothes and toiletries free of charge. The postcards are hung there clearly visible.

Write us where the next welcome postcards should go:
social@mypostcard.com

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