



PRESS RELEASE

International Day of Peace 21st September: MyPostcard Collaborates in International Postcard Campaign

Berlin, September 20th 2018 - Postcards for Peace: Travel changes perspective, promotes intercultural understanding and helps to create peace - this is the basic idea behind the "Peace Postcard Project" by Hostelling International (HI), the global umbrella organisation of all hostels. On 21st September 2018, the International Day of Peace, travellers from all over the world will have the opportunity to send a free postcard to the United Nations via MyPostcard - the postcard application with the most extensive postcard store in the world - and tell them how travel has changed their view of the world. "Social engagement is critical to us, so we are happy to participate in this global action that shows how travelling affects our lives," said Oliver Kray, founder and CEO of MyPostcard. MyPostcard invites you to write postcards on the action page and thus support peace and international understanding.

Peace Postcard Party in Berlin

In more than 30 countries, so-called "Peace Postcard Parties" have been organised in HI hostels on the International Day of Peace, during which participants can send their postcards. One of these parties takes place in the Youth Hostel Berlin-International. This youth hostel has been selected, as its central location in the capital brings together many international travellers and very varied groups of guests. The party starts on September 21st at 7:30 pm. There is a photo wall where ready-made postcards are pinned before being collected and forwarded to the UN. Guests can take selfies with their postcard and funny accessories and share them on social media. "Hostels bring together people of different nations and religions who are connected by travel. The idea is not just to provide accommodation - but a place to meet and get to know each other. "Through the international association of all youth hostels, we are pursuing common goals worldwide and designing campaigns such as "Sleep for Peace" with the Peace Postcard Project" explains Miriam Wolters, Referent Child and Youth Services / International Workers of the German Youth Hostel Association.



Sending Postcards to the United Nations

If you can not attend one of the Peace Postcard parties, you can send a postcard with your personal message to the UN via the MyPostcard action page. Participants can choose one of three designs, enter their message - this can be up to 450 characters - and decide on a font and size. The address is already entered automatically for each card. MyPostcard takes over the printing and stamping of the cards sent to the UN in New York. Participation is also possible via Twitter: Users tag their message @UN with the hashtag #PeacePostcard. Part of the postcards received at the United Nations from all over the world will subsequently be exhibited at UN Headquarters in New York.

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.

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