



PRESS RELEASE

MyPostcard sponsors the TRAVEL INFLUENCER SUMMIT hosted by Hostelling International

Berlin, September 15th 2019 - On October 1-3, 2019 Hostelling International's Travel Influencer Summit took place in their New York City Hostel, featuring many interesting people, lectures and networking events.

The summit seeks to inspire more young Americans to study abroad and create the next generation of global citizens! MyPostcard is happy to announce that we are one of the sponsors of the Travel Influencer Summit.

Hostelling International invited 100 top travel bloggers and social influencers to leverage their power and mobilize US students to study abroad as a means to develop global workforce skills and become better global citizens. The influencers are a key source of inspiration, resources, and know-how about how to make studying abroad become a reality and act as real agents for social change during these three days. Influencers' information is built on their own knowledge, expertise or unique perspective, making it incredibly valuable.

The Summit debuted in 2014 in partnership with the White House, which imbued the event with a prestigious mark of approval that HI USA has carried forward. Programming covers international industry experts, leaders in cultural exchange, and experts in advocacy, social media, and travel trends. This year, for example, Eric Shepard (Lonely Planet Venture VP) and George Stone (National Geographic) were there. Plus a music performance by our employee, Greginald Spencer!

As a sponsor and thought leader, we were able to enhance the programming and experience with top influencers and fellow leaders in the travel space. Past sponsors include big players such as National Geographic, Lonely Planet, Virgin Atlantic, Global Citizen, and the Smithsonian.

About Hostelling International

Hostelling International (HI) is a worldwide network of non-profit youth hostels that combined make up almost 4,000 youth hostels in 80 countries. Founded in 1932, HI is one of the world's largest international membership organizations, with more than 3.7 million members. HI is a member of the UNWTO and has advisory status with UNESCO and the United Nations.





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 15,000 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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