



## PRESS RELEASE

# **“One Million Postcards Against Corona” campaign awarded with German Stevie Award 2021**

**Berlin, 17. 03. 2021** – MyPostcard receives the silver German Stevie Award 2021 in the category of *Communication or PR Campaign of the Year – COVID-19-related information*.

In its 7th edition, the coveted economic prize expands the program with new categories. In addition to the existing 200 prize categories, this year’s awards are presented to individuals, organizations, public relations or products and services designed specifically for dealing with Covid-19. The campaign, “1 Million Postcards vs. Corona” by MyPostcard and Deutsche Post AG is being honoured with a prize.

Under the motto #FürMichFürUns, Deutsche Post AG and MyPostcard launched a joint campaign during the second lockdown in 2020. One million postcards were given away in order to help ease the lack of social relations resulting from the contact restrictions.

“To be recognised with Stevie Awards in three categories is a remarkable achievement for us as a company and a verification to the great dedication and passion of our team. The one million free postcards are a matter very close to our hearts. We also want to make a contribution with our postcards, to bring people more together, despite the national pandemic regulations. “, says the founder and managing director of MyPostcard.com GmbH Oliver Kray.

The MyPostcard app enables users to create postcards themselves with their own personalized greetings and send them as real printed postcards worldwide. MyPostcard takes care of printing and worldwide delivery. With three million downloads and a rating of 4.6 stars, the Berlin company has become the most successful and most popular postcard app, and with this, the German market leader in the postcard app sector.





### **About the German Stevie Awards**

Stevie Awards are conferred in eight programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, The American Business Awards, The International Business Awards®, the Stevie Awards for Great Employers, the Stevie Awards for Women in Business, the Stevie Awards for Sales & Customer Service and the Middle East & North Africa Stevie Awards. Stevie Awards competitions receive more than 12,000 entries each year from organizations in more than 70 nations. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at [www.StevieAwards.com](http://www.StevieAwards.com)

### **About MyPostcard**

The postcard of tomorrow: MyPostcard is Germany's most successful postcard app, letting customers send their own photos as real printed postcards. The app is currently available in ten languages and is home to the world's largest collection of postcards for sale with more than 50,000 designs available. With the help of an international network of printing houses, MyPostcard takes care of printing and delivering the personalized postcards. Founder and CEO is Oliver Kray, a designer and serial entrepreneur. The company is headquartered in Berlin with an additional office in New York and currently employs 30 staff. It is ranked among the top 1000 fastest growing companies in Europe according to the Financial Times, even achieving place 19 in the ecommerce sector.

### **For further information and inquiries:**

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