



PRESS RELEASE

All about courage and self-love – MyPostcard and TERRE DES FEMMES launch joint #iamachampion campaign

Berlin, March 8th, 2021 - For International Women's Day 2021, MyPostcard and TERRE DES FEMMES launch their third joint [campaign](#). The goal: encouragement and empowerment of women by women, in the face of all the current challenges. For one month, [postcards](#) with inspirational messages can be sent to courageous and strong women, which at the same time support women worldwide.

About courage, self-love and the question of Corona-conditioned system

The [inequality between genders](#) has been growing, and not just since the Corona pandemic: it is predominantly women who are reducing their working hours or increasing their share of care work. [A relapse into old gender roles](#). Homeschooling, home office, punishing double workloads - and yet women rate themselves less positively than men. The exceptional social situation that 2020 brought has put many to the test. That's why it's so important right now to empower those you care about. Your own story can be an inspiration for courage and self-love for other women.

"As a long-time national director of TERRE DES FEMMES, I am delighted about this recurring cooperation on International Women's Day, which helps to publicize the disadvantages that still exist for girls and women! The [#iamachampion](#) campaign also positively encourages girls and women to become aware of their situation and to stand up for their rights. TERRE DES FEMMES, as the largest German women's rights organization, is an important voice for the enforcement of the right to an equal and violence-free life for every woman," says Christa Stolle, national director of TERRE DES FEMMES.

#iamachampion

This year's #iamachampion campaign by TERRE DES FEMMES and MyPostcard is made by women for women. No matter how old or young; regardless of whether you are a student, a housewife or an entrepreneur - there is a champion in each of you. In the [campaign video](#), 25 women talk about what makes them champions. The cooperation partners call on all great women to send a postcard on International Women's Day and thus motivate them to fight for themselves and their ideals and dreams, no matter how small or big they may be. Card designs from the profile #iamachampion or all cards with the code CHAMPION21 can be sent.

A small card that makes all the difference

For every card sent under the [#iamachampion](#) campaign, MyPostcard will donate the profit proceeds to TERRE DES FEMMES, thereby also supporting the fight for women's human rights worldwide. "Social commitment is part of our corporate DNA.



We are proud that our cooperation with TERRE DES FEMMES is already entering its third round this year. It's great that with our joint postcard campaign we can help girls and women worldwide to lead a self-determined life," says Oliver Kray, founder and CEO of MyPostcard. The [campaign video](#) and exclusive #iamachampion postcard designs will launch the month-long campaign on March 8, 2021.

About MyPostcard

The postcard of tomorrow: MyPostcard is Germany's most successful postcard app making it possible to send personal photos as real printed postcards. The app is currently available in ten languages and offers more than 50,000 designs making it the biggest selection of postcards available worldwide. With the help of an international printing network, MyPostcard takes care of printing, stamps and worldwide delivery of the personalized postcards. Founder and CEO of the company is designer and serial entrepreneur, Oliver Kray. The company is based in Berlin with an additional office in New York and currently employs 30 employees. It ranks among the Financial Times' 1000 Fastest Growing Companies in Europe, and in the ecommerce category, even scores 19th place.

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