PRESS RELEASE

Postcards for democracy -
MyPostcard supports Postcards to Voters

Berlin, 20.04.2021 — As an official partner of the volunteer initiative from the USA, MyPostcard has been supporting democratic election campaigns for three years now with its own [postcard designs](#) and the resulting proceeds.

Postcards to Voters
MyPostcard teamed up with Tony the Democrat back in 2018 to create a unique set of postcard designs for the Postcards to Voters movement. All purchases since then help support Postcards to Voters.

The all-volunteer initiative allows individual writers to send handwritten reminder postcards to elections to increase voter turnout in favor of Democratic candidates. As an official partner of Postcards to Voters, 50% of the proceeds from MyPostcard's [exclusive design postcards](#) have now gone towards the volunteers' running costs since the collaboration began three years ago.

Postcards as a medium
At a time when millions of dollars are spent on election campaigns in the U.S., the electoral vote is a highly competitive commodity. Unlike lavishly produced campaigns or telephone voter calls, writing postcards is a very different approach. That's because postcards are no longer just greetings - they can be mouthpieces and ambassadors. "Postcards have a great chance of being held in your hand and noticed, and maybe even pinned to your refrigerator," says Tony the Democrat.

To date, the Georgia Run-Off campaign (Nov 2020-Jan 2021) has been the largest in numbers for Postcards to Voters. Nearly 2 million postcards were sent out by the authors for this vote. Postcards were thus an important democratic tool and made a critical difference.

Democracy and voter turnout
It is the most important democratic feature, political participation, which stands up to these crises: In 2020, voter turnout in the U.S. presidential election was around 66.4 percent, according to preliminary data from Statista. In relation to those eligible to vote in the U.S., more citizens participated in the elections than at any time since 1908 - A new record and an indication of the striving for change. And doing so with the tools of a modern democracy.

"Since the beginning of our corporate history, social commitment has played a decisive role for us at MyPostcard. We want to make a long-term and sustainable contribution to shaping a better world. Therefore, it is a great honor for us to support the so important initiative Postcards to Voters for more than three years and thus actively represent democratic values," says Oliver Kray, CEO and founder of MyPostcard.

About Postcard to Voters
Tony McMullin's initiative uses handwritten postcards to send Democratic voters a personal reminder for upcoming elections. Spreadacross all 50 states, the organization claims to have more than 100,000 volunteer postcard writers. Anyone can register online at https://postcardstovoters.org and be verified via a handwritten postcard. As an official PTV volunteer, it is then possible to receive a number of Democratic voter addresses via text message, Slack, Facebook bots or email. The cards can then be customized and written.

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.

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