



PRESS RELEASE

#IFEELTHESAME: MyPostcard and All Out launch postcard-campaign to mark Coming Out Day

Together with the initiative, GRUNDGESETZ FÜR ALLE, they demand the protection of queer people in the German constitution.

- **67% of the population is in favor of an amendment according to a recent YouGov survey**
- **MyPostcard and All Out launch a postcard campaign for Coming Out Day**
- **MyPostcard provides 10,000 postcards free of charge**

Berlin, 11.10.2021 - On this year's Coming Out Day (11.10.2021), MyPostcard and All Out are jointly sending a political message via postcard. With the campaign, #IFEELTHESAME, MyPostcard encourages people to send postcards to All Out. The goal is the explicit addition of the protection of sexual and gender identity to Article 3 in the German constitution. According to a recent representative survey conducted by the market and opinion research institute, YouGov, on behalf of MyPostcard, 67% of respondents are in favor of an amendment. MyPostcard is providing 10,000 postcards free of charge, which supporters can send to participate in the campaign.

Postcard campaign

The international Coming Out Day has taken place since 1988 each year on October 11. MyPostcard and All Out are using this day as an opportunity to send a political message together. Even today, the German constitution does not reliably protect queer people from discrimination. This is what the initiative, GRUNDGESETZ FÜR ALLE, backed by over 200 queer organizations and celebrities, aims to change. MyPostcard and All Out support this goal: For one month, postcards can be sent to All Out free of charge. Through this campaign, the demand for **explicit protection** of sexual and gender identity could be given visible expression in Article 3 of the German constitution.

#IFEELTHESAME

This year's #IFEELTHESAME campaign by All Out and MyPostcard aims to show that love feels the same for everyone. In the campaign video, four people from the queer community share what love means to them, how love feels to them, and who they love. Towards the end, they make a joint call to make a political statement by sending postcards.





Small card, big statement.

Supporters can choose postcards from the [#IFEELTHESAME](#) design profile and customize them before sending them free of charge to All Out. The postcard designs have been created especially for this campaign. Following the campaign, the postcards will be collected by All Out, MyPostcard and the GRUNDGESETZ FÜR ALLE initiative and presented to members of the Bundestag.

"We are very pleased about the creative action in favor of our initiative. This sends another clear signal to politicians that now is the time to act. What is important for us here is that both gender identity and sexual identity are explicitly protected. A half-hearted solution that leaves part of the queer community out in the cold is out of the question for us," says Sören Landmann, a member of the coordination from the GRUNDGESETZ FÜR ALLE initiative.

"Despite the mass persecution of queer people in recent German history, queer people remain excluded from the protection against discrimination enshrined in the German constitution to this day. Anchoring this in our Basic Law is so important because it is the foundation for all our laws. We need to make sure that social and political moods never again become a threat to people's freedom and dignity," says Stana Iliev, campaign manager at All Out.

"No one should ever be allowed to take away someone's identity. Together with the LGBTQIA+ community, we have been fighting discrimination and prejudice for years. As a successful company, we see it as our social obligation to give back, to use our position and reach to draw attention to grievances and to strive for positive change," comments Oliver Kray, founder and CEO of MyPostcard.

The campaign video and exclusive #IFEELTHESAME postcard designs will launch on October 11, 2021, for a one-month-long campaign.

About All Out

All Out is a global movement dedicated to creating a world where no one has to sacrifice their family or freedom, safety or dignity to be themselves or to love the person of their choice. To mobilize thousands of people worldwide and work closely with local organizations and activists, they use creative strategies - online and offline - to generate attention for advancing lesbian, gay, bisexual and trans* (LGBT) equality. For more information, visit www.allout.org.

About the GRUNDGESETZ FÜR ALLE initiative





Since February 2020, the most important queer human rights organizations in Germany on a joint campaign to amend the German constitution. The campaign is non-partisan and is supported by many purely volunteers. The goal is to amend Article 3, Paragraph 3 of the constitution to protect sexual and gender identity.

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 on demand, 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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