



PRESS RELEASE

MyPostcard Wins Gold Globee® in the 8th Annual 2021 International Best in Business Awards

Berlin, 03.11.2021 – MyPostcard wins the coveted Globee® Award making the campaign “One million free postcards” a gold winner in the 8th Annual 2021 International Best in Business Awards.

MyPostcard is honored in the category “Heightening Awareness and Publicity Campaign of the Year | COVID-19-related Information”. In times of crisis especially, MyPostcard’s goal was and remains to connect people. The postcard app MyPostcard and Deutsche Post therefore jointly launched the unique postcard campaign on December 1, 2020 under the slogan #FürMichFürUns and gave away one million postcards. In this way, MyPostcard was able to make a contribution for the population to stay in touch with their loved ones despite contact restrictions.

The coveted annual International Best in Business Awards program recognizes and honors the world’s best from every major industry in the world. This annual awards program celebrates the individuals and teams who set industry benchmarks for excellence.

“We are proud to be recognized as an industry player whose campaign “One million free postcards” have been named a winner by the Globee Awards,” says Oliver Kray, CEO of MyPostcard. “I see the award mostly as a recognition of a great team effort with a campaign that is particularly close to all of our hearts.”

See the complete list of 2021 winners here: <https://globeearwards.com/international-business-awards/winners/>

About the Globee Awards

Globe Awards are conferred in eleven programs and competition: the CEO World Awards®, the Consumer World Awards®, The Customer Sales & Service World Awards®, the Globee® International Best in Business Awards, the Golden Bridge Awards®, the Cyber Security Global Excellence Awards® and Security World Awards, the IT World Awards®, One Planet® American Best in Business Awards, the Globee® Employer Excellence Awards®, the Globee® Corporate Communications & Marketing World Awards, and the Women World Awards®. Honoring organizations of all types and sizes and the people behind their success,





the GLOBEE Awards recognize outstanding achievements and performances in businesses worldwide. Learn more about the GLOBEE Awards at <https://globeearwards.com>
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About MyPostcard

MyPostcard is Germany's most successful postcard app and makes it possible to send your own photos as real printed postcards from anywhere via smartphone. With more than 50,000 designs, the company also has the world's largest range of postcards and offers audio and video cards in addition to postcards and greeting cards. MyPostcard takes charge of the printing, franking and worldwide dispatch of the personalized postcards with the help of an international printing network. The company, based in Berlin and New York, was founded in 2014 by designer and serial entrepreneur Oliver Kray (CEO) and is now successfully operating in the e-commerce industry with over 4 million users. Today, 28 employees work in the company. MyPostcard supports various social projects worldwide, including Amnesty International, All-Out.org, Terre des Femmes and in the past the #FreeDeniz campaign in cooperation with N24 / Axel Springer.

MyPostcard has a prestigious list of partners, including Deutsche Post, Haribo, adidas, Google and TUI. In the Financial Times ranking, MyPostcard is one of the Top 1000 Fastest Growing Companies in Europe. In the e-commerce sector, the company ranks 19th in Europe. MyPostcard has won the gold Stevie Award in the Company of the Year category as well as the coveted Licencing International Award. At the 8th annual 2021 International Best in Business Awards, MyPostcard has also won the Gold GLOBEE® in the category "Heightening Awareness and Publicity Campaign of the Year / COVID-19-related Information" for the campaign "One Million Postcards #formeforus." The MyPostcard app is available free of charge in the [Appstore](#) (4.7 stars) and [Playstore](#) (4.3 stars). The app is currently available worldwide in ten languages.

For more information, please visit <http://www.mypostcard.com/>.

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