



PRESS RELEASE

Postcard campaign for Luis Frómeta Compte

IGFM and MyPostcard stand up for innocent imprisoned German-Cuban

Frankfurt am Main/Berlin/New York, 22.11.2021 - Taking a stand against forgetting political prisoners, the International Society for Human Rights (IGFM) is launching a postcard campaign, together with the postcard app MyPostcard, for Luis Frómeta Compte. The 59-year-old Dresden resident had visited relatives in Cuba in July and spontaneously filmed a demonstration for private purposes with his smartphone. Since July 11th, he has been imprisoned in the notorious "Combinado del Este" prison. The prosecution is demanding 24 years in prison for him for "causing public nuisance" and for "incitement to riot." Although he has German and Cuban citizenship and has lived his life predominantly in Germany since 1985, the Cuban government has to this day refused to provide him with consular assistance through the German embassy in Havana.

"Luis Frómeta Compte has done nothing wrong and has been wrongfully imprisoned for four months. The postcard campaign is to show him and the Cuban regime that the world has not forgotten him. We continue to campaign for his release and hope that his daughters will soon be able to hold him in their arms again," explains Martin Lessenthin, spokesman for the board of IGFM.

The postcards

Together with MyPostcard, IGFM is calling on people to send encouraging words to Luis Frómeta Compte in prison in Cuba by postcard. Anyone wanting to participate can find the postcard action with Luis' picture and the words "Free Luis" under <https://aplink.mypostcardapp.com/WuusF9Chglb> or in the MyPostcard design shop by searching the keyword "IGFM". A message suggestion and address are automatically available. MyPostcard is providing 100 free codes for this campaign. The code "FREELUIS" can be then automatically filled out at the checkout. Each additional postcard sent to him thereafter costs only 99 cents.

"A postcard gives hope to political prisoners and shows them that their fate is known. Mail for prisoners has long been an important cause for us, so we are happy to support IGFM's work with a postcard campaign for Luis Frómeta Compte. We hope that he will soon be reunited with his family," says Oliver Kray, founder and CEO of MyPostcard.





About IGFM

The International Society for Human Rights (IGFM) is a non-profit, non-governmental organization. Since its founding in 1972 in Frankfurt am Main, the IGFM has supported people who are working non-violently to realize human rights in their countries or who are being persecuted for demanding their rights. The basis of its work is the Universal Declaration of Human Rights of the United Nations.

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 Globe® 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/>.

For more information or inquiries:

Maria Gomelskaia
MyPostcard.com GmbH
Hohenzollerndamm 3
10717 Berlin
Tel.+49 30 – 403 64 54 25





maria@mypostcard.com
<http://www.mypostcard.com/>

Anna-Katharina Sobotta
schoesslers GmbH
Neue Grünstr. 17/18
10179 Berlin
Tel: +49 175 1198 151
anna.sobotta@schoesslers.com
<http://www.schoesslers.com/>

