



PRESS RELEASE

20 years of Write for Rights-MyPostcard is once again a supporter of the Amnesty International campaign

Berlin, 09.12.2021 - Added together, small actions can make a big difference and little postcards can change lives. That's the thinking behind Amnesty International's largest global human rights campaign, Write for Rights, which celebrates its 20th anniversary this year. Together with MyPostcard, the organization would like to send a signal again this year and call on people to send postcards for people whose human rights are being violated and who are being subjected to arbitrariness.

Write for Rights – postcards of hope

Since the United Nations adopted the Universal Declaration of Human Rights in 1948, December 10 has been known as International Human Rights Day. For 20 years, the human rights organization Amnesty International has used this day as an occasion worldwide to write letters, postcards and emails for people who have been attacked, threatened or unjustly imprisoned. Write for Rights, also known as letter marathon in Germany, is now Amnesty International's largest global campaign.

Mail from around the world can effectively protect prisoners – it shows government and prison authorities that the world is watching. That's why MyPostcard is supporting the important work of Amnesty International with a joint postcard campaign.

“Every letter and postcard counts – because they can prevent torture, improve prison conditions or even save lives. Last year four million letters, emails and postcards were sent. That has tremendous power. One or two letters can be ignored by the people responsible – hundreds of thousands cannot”, says Ines Wildhage, Cross Media Officer at Amnesty.

“I am really pleased that we can support the important and vital work of Amnesty International through MyPostcard again this year. We count on the commitment of our users to support such a critical campaign as Write for Rights.”, says Felix Wunderlich, Head of Business Development at MyPostcard. He adds, “Creating





cohesion through postcards to protect the human rights of people at risk is an issue that is very close to our hearts”.

The campaign

Simply download the free app or go to www.mypostcard.com. [Head to the Amnesty International and the Write for Rights campaign design profile](#). Ten design motifs are available for dispatch and with them ten stories and lives that need supporting. The address and the text are preset. The recipients are authorities who are being explicitly made aware of the injustices and held responsible. The first 10.000 postcards are free, and every card that follows can be sent for just €0.99 to make a crucial difference.

Millions of people write letters and postcards, sign petitions and organize events every year. And they are successful! People are set free and justice is restored. Every action counts.

About Amnesty International

Amnesty International is the world’s largest human rights movement. Amnesty is independent of governments, parties, ideologies, economic interests and religions. To ensure its independence, Amnesty International’s human rights work is financed solely through donations and membership fees. Amnesty’s campaigns and activities are based on the principles of the Universal Declaration of Human Rights.

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, 35 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 Licensing 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 App Store (4.7 stars) and Play Store (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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