



PRESS RELEASE

TERRE DES FEMMES x MyPostcard - world women's day campaign #iamachampion generates 3.000€ charity funds

Berlin, 01.02.2022 - On the occasion of International Women's Day 2021, TERRE DES FEMMES and MyPostcard launched the third joint campaign under the motto #iamachampion. The aim was encouragement and empowerment for women by women. Now the proceeds have been donated to TERRE DES FEMMES.

After the successful collaboration between TERRE DES FEMMES and MyPostcard, the donation check was now handed over to the non-profit organization. The money was raised through the sale of postcards specially designed for the campaign. MyPostcard rounds the amount up to 3,000€ and donates it 100 percent to TERRE DES FEMMES.

The #iamachampion campaign by TERRE DES FEMMES and MyPostcard was by women for women. Whether old or young, housewife or entrepreneur - there is a champion in each of them. In the campaign video, 25 women shared their stories of what makes them a champion. The specially developed postcard designs offered the opportunity to write to important women in one's own environment and motivate them to fight for themselves and their own dreams, no matter how big or small.

Now MyPostcard was privileged to hand over the donation check to Christa Stolle and the TERRE DES FEMMES team on February 1, 2022. The proceeds from the one-month campaign period will thus make a contribution to strengthening equal rights in our society.

"The cooperation with TERRE DES FEMMES is extremely meaningful to us. We are very happy to support their important work for the third time," says Oliver Kray, founder and CEO of MyPostcard.

MyPostcard thanks all those involved in the ##iamachampion campaign!





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 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/>.

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