



## PRESS RELEASE

### **Keep our dogs safe - MyPostcard supports the Berlin based initiative**

**Berlin, 19.02.2022** - In the past few weeks, dogs have been deliberately poisoned with toxic bait on the streets and in the parks of Berlin. The #KeepOurDogsSafe movement is now calling on the city of Berlin to take action. MyPostcard is supporting the Berlin initiative by sending 10,000 free postcards to the governing officials.

#### **#KeepOurDogsSafe**

Poison baits for pets are in Berlin and other metropolitan areas a longstanding problem and major threat. They are deliberately put out to harm, injure and kill and unfortunately this is not an individual phenomenon. The #KeepOurDogsSafe movement is organizing a demonstration on Saturday, 2/19, urging the city of Berlin to take action.

#### **10,000 free cards to Franziska Giffey**

MyPostcard supports the initiative. In the design profile #KeepOurDogsSafe 6 motifs are available. For one month, a total of 10,000 postcards can be sent free of charge to the governing officials in Berlin, urging them to take action. Each person can send up to three cards.

#### **About #KeepOurDogsSafe**

The #KeepOurDogsSafe movement was born from the collaboration of several dog owners, with the aim of making their voices heard and demanding action from the authorities. The organizers have a list of requests as a proposal for action, but are also ready for an open discourse with the authorities.





## 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 Gleebe® 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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