



PRESS RELEASE

MyPostcard made the 2022 European Content Awards Shortlists

Berlin, 17.02.2022 - The campaign "#FürMichFürUns - one million postcards against Corona" from Berlin-based start-up MyPostcard has been praised as both charity content campaign and a campaign in times of crisis this year.

At the European Content Awards, which took place online repeatedly this year, MyPostcard's campaign "#FürMichFürUns - one million postcards against Corona" was nominated in two categories. In the segment "not for profit / charity content campaign of the year" and "crisis response content campaign of the year" the postcard app succeeded in being shortlisted.

"We are honored to be among the nominees at the European Content Award for the first time. In particular, the #ForMeForUs campaign was a special campaign for us, which was very meaningful to my team and me. We are proud that we were able to stand by so many people in this way and that the campaign remains in their memories," says CEO of MyPostcard, Oliver Kray.

About European Content Awards

The awards are brought to you by Don't Panic – reputable, ethical and credible awards organisers and the team behind the successful Search Awards Series, the Social Media Awards series, the Agency Awards series and of course the Content Awards.

About MyPostcard

MyPostcard is Germany's most successful postcard app and makes it possible to send personal 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 printing, and delivering the personalized postcards worldwide 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 five million users. Today, 35 employees work at 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 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 (ranked 4.7 stars) and Play Store (ranked 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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