



## PRESS RELEASE

### **#rebelwoman: MyPostcard and TERRE DES FEMMES call for more solidarity on International Women's Day**

- MyPostcard and TERRE DES FEMMES kick off postcard campaign
- For every postcard that is sent, MyPostcard will donate 1 Euro to TERRE DES FEMMES
- Prominent supporters include former Germany's Next Topmodel contestant Elena Carrière and rapper Fatou Diatta
- Worldwide women will have to wait 133 years to achieve equal rights

**Berlin, 08.03.2022** - Whether it's salary negotiations or filling management positions - women are still often unequally treated today, in both private and professional contexts. The current figures are sobering: women make up 14.7% on the boards of Germany's top 200 companies, 28.4% in management positions and only 26.3% of professors. Although a recent [study](#) by the Hans-Böckler-Foundation recently announced that women in Germany have tended to catch up in recent years and decades, the process is often very slow and there has even been stagnation in some positions. According to the World Economic Forum's [Global Gender Gap Report 2021](#), women worldwide cannot expect equal treatment in all fields for more than 133 years.

For this reason, MyPostcard, Germany's most successful postcard app, and TERRE DES FEMMES, a non-profit human rights organization that stands up for the observance and implementation of women's rights, are taking this year's International Women's Day as an opportunity to launch a postcard campaign for the fourth time to raise awareness for inequality in the rights of women.

Starting on March 8, 2022, postcards can be sent via MyPostcard for one month to encourage women worldwide to no longer accept inequality between men and women. For every postcard sent, MyPostcard will donate 1 euro to TERRE DES FEMMES and support the organization's work for a self-determined, free and dignified life for all girls and women worldwide.





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Christa Stolle, national director of TERRE DES FEMMES: *"For more than 40 years now, TERRE DES FEMMES has been fighting for human rights of girls and women worldwide! MyPostcard has been a faithful partner in our rebellion for several years. We are very happy to celebrate another International Women's Day with MyPostcard! Every girl and woman has the right to live equally, self-determined and free - we are rebels!"*

*"MyPostcard's long-standing partnership with TERRE DES FEMMES is particularly close to our hearts and we are very proud to be able to support such an important issue as equal rights and equality with our campaigns. At the same time, we want to give all women the opportunity to raise their voices with our postcard campaign and contribute together with us to independent lives for girls and women worldwide ",* says Oliver Kray, founder and CEO of MyPostcard.

### **#rebelwoman - postcards for change and transformation**

This year's #rebelwoman campaign by MyPostcard and TERRE DES FEMMES aims to call on women to fight for their dreams and goals, not to be satisfied with less than you're entitled to, and to never let yourself be defeated. In the campaign video, women talk about adversity and challenges and how they've dealt with them. It also features celebrity supporters, such as former Germany's Next Topmodel attendee [Elena Carrière](#) (model, actress and entrepreneur) and Fatou Diatta (rapper and activist).

The [campaign video](#) and the exclusive [#rebelwoman postcard designs](#) will be available online for one month from March 8, 2022.

### **About TERRE DES FEMMES**

TERRE DES FEMMES - Menschenrechte für die Frau e.V. is a non-profit human rights organization that stands up for a self-determined, equal and free life for girls and women worldwide. Through publicity campaigns, publications, events, campaigns and lobbying, TERRE DES FEMMES raises public and political awareness of gender-based violence and discrimination. TERRE DES FEMMES supports girls and





women through specific educational programs in schools and their communities. TERRE DES FEMMES is internationally networked with other women's rights organizations and promotes projects, organizations and initiatives by women for women abroad. The association's work focuses on the main topics of female genital mutilation, domestic and sexual violence, violence in the name of honor, trafficking in women and prostitution, equal rights and integration, and international cooperation. For more information, please visit [www.frauenrechte.de](http://www.frauenrechte.de)

### **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 Globee® 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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