

# MyPostcard rings in the summer with new add-ons

**Berlin, 02.06.2023** - Summertime equals vacation time! Germany's most successful postcard app, MyPostcard, is now conjuring up even more of that vacation feeling direct to your mailbox. Users can now add refreshing cocktails or prosecco to orders of individual postcards and greeting cards.

With this latest update, MyPostcard now offers users the unique option of sending mailbox-friendly cocktails. "Cosmopolitan", "Gin Sour" and "Garden of Russia" are the selections available to create your perfect vacation greeting. Prosecco will complete the new range.

"We are delighted to be able to offer our customers cocktails to match their summer," says Oliver Kray, founder and CEO of MyPostcard. "By constantly expanding our assortment, we want to offer all customers a comprehensive experience in our app and redefine the boundaries of personalization options."

In addition to the user-friendly interface, MyPostcard is ensuring that the highest standards of security and accountability are met as the new products are introduced. To access the new gift options, users simply need to download the MyPostcard app and complete the registration process. Within the app, users can create a customized postcard using design templates and their own images. A number of extras, including the new alcoholic products, are then available to choose from to add to the order. MyPostcard prints, stamps and sends the card with the selected gift option in exclusive packaging.

## 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 70,000 designs, the company also has the world's widest 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 six million app downloads. 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. The company also won this year's German Innovation Award 2022 with the audio postcard. The MyPostcard app is available free of charge in the [App Store](#) (ranked 4.7 stars), [Play Store](#) (ranked 4.1 stars) as well as the [Huawei App Store](#) (5.0 stars). The app is currently available worldwide in eight languages.

For more information, please visit <http://www.mypostcard.com/en/>.

**FOR MORE INFORMATION OR INQUIRIES:**

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