

MyPostcard announces new collaboration for the 2023 World Athletics Championships

Berlin, 17.08.2023 - MyPostcard is pleased to announce its collaboration with the adidas hospitality program on the occasion of this year's World Athletics Championships in Budapest. From the opening day on August 19 until August 27, all guests visiting the adidas Hospitality will be able to send free postcards all over the world with MyPostcard. Adidas Hospitality will provide a visitor center for the World Championships in Athletics and at the same time the accommodation for the athletes. All athletes and other visitors to the center can take part in the joint campaign with MyPostcard.

The 19th World Championships in Athletics will be held this year in Budapest under the title "Witness the wonder". Over the course of nine days, athletes will compete in 49 competitions for the gold medal.

While athletes and sports enthusiasts are drawn to the Hungarian capital, MyPostcard enables adidas athletes and Friends&Family of the adidas Hospitality Program to design personalized postcards and send them free of charge to loved ones at home or relatives and friends worldwide. On site, cards can be designed in the newly created "Budapest 2023" design including own photos, reflecting the unique spirit of the event as well as the journey to Budapest.

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/>.

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