

non-fiction

# Postcrossing

**Non-fiction.** AmeliePress. Moscow 2020. 288 pages

This is the world's first postcrossing book!

Inspirational stories about the favorite hobby, walks into the postal past, practical advice and conversations with experts. And including an entertaining comic about the girl Asya, whose life was forever changed by postcrossing (based on real events!).

Why does the postcard still attract people? What secrets and opportunities does it hold in itself? And many more questions, details and secrets are discussed in this book based on worldwide information sources. So most of it will be totally new to even experienced postcrossers. The book was written with the blessing of the founder of postcrossing, Paulo Magalhães, who also gave an interview for it.

The Postcrossing project was created in 2005 by Paulo Magalhães as a side project when he was a student in Portugal. Its goal: to connect people across the world through postcards, independently of their country, age, gender, race or beliefs. Postcrossing brings many people together, making the world a smaller and happier place — one postcard at a time. There are countless reports of new friendships made, new languages learned and numerous cultural facts about other countries that people learned through their exchanges in the project. There are also Postcrossing meetups and communities all over the world.

The project has contributed to or participated in causes such as the Sichuan Earthquake (raising donations), LupusCrossing, museum exhibitions, school projects and much more.

## STATISTICS AND FACTS ON POSTCROSSING

- 800.000 members in over 200 countries, <https://www.postcrossing.com/stats/users>
- Over 57 MIO postcards sent until today
- 2014 Postcrossing in a TEDx event in Porto, <https://youtu.be/j9Pn7YQDg-Q>
- Cooperation with Deutsche Post and Stiftung Lesen in Germany started | 2013: 2019 a record of 99,683 postcards sent, raising €9,968.30 for Stiftung Lesen
- Special Postcrossing stamps in Brazil, Belgium, Finland, Hungary, Moldova



THE AUTHOR

Masha Mokeeva was born 1993 in Moscow. She became interested in postcrossing a few years ago. After graduating from University as journalist she was not sure whether to start a career in her profession. So she took the risk to follow her passion and gave up journalism to open her own postcard shop. Later she launched also a podcast on postcrossing and finally spent 1,5 years on worldwide researching to write this «Bible of Postcrossing» In 2017 a collection of her short prose was nominated for the prestigious LICEE-Award. Mokeeva lives in Moscow.

# Masha Mokeeva