Valentineâ€™s Day card campaign aims to make young people happy

27-01-2023

Posti, together with HelsinkiMissio, is organising a card campaign to bring joy to young people who need more friendships and encouragement in their everyday lives. The cards will be delivered to the schools participating in HelsinkiMissioâ€™s School to Belong programme for Valentineâ€™s Day.

Valentine’s Day on February 14 is the second most popular card season immediately after Christmas.

“Sending a card to a friend is a sign of caring. Valentine’s Day in Finland is not just about your partner – we want to remember our friends, godchildren, grandparents and other important people in our lives. With the help of the card campaign, we can delight young people who may experience loneliness,” says Sami Määttä, Consumer Mail Business Unit, Posti.

To participate in the campaign, write a greeting on the card, add a stamp and mail the card no later than on Wednesday, 1 February to the address: Posti Ltd, Valentine’s Day, P.O. Box 7230, 00002 HELSINKI.

You can also enter the campaign with several cards. Place the cards on the envelope and attach the required number of stamps to the envelope in accordance with the weight of the envelope. You don't need to attach stamps to the cards inside the envelope.

The campaign is part of Posti's cooperation with HelsinkiMissio. HelsinkiMissio’s School to Belong programme aims to reduce loneliness and encourage young people.

Charming animal illustrations are perfect for Valentine’s Day
The Valentine’s Day stamps feature cute animals suited to the theme, such as cats, a dog, squirrels and swans, in soft colors. The illustrations for the Valentine’s Day stamps were made by artist Hanna-Maria Mainelakeus. She used acrylic paints and a brush on canvas to paint the originals of the stamps.

“I limited the detail of the images and paid particular attention to color differences and contrasts. The pictures of the stamps retain a fine painterly element, which was the goal,” says Mainelakeus.

Hanna-Maria Mainelakeus is a painter and entrepreneur who works on bespoke art, paintings, art fabrics of her own production and her own clothing brand, among other things.

This year, the last mailing date for Valentine's Day cards is Tuesday, 7 February.

The last mailing date for parcels is Friday, 10 February. A parcel paid for online or in OmaPosti can be taken directly to a Posti Parcel Locker or a Posti outlet.

Posti – Caring for each other on Valentine's Day

Source: Posti

CLASSIFICATION: CORPORATE | WWW.IPC.BE © 2026