

Kofi the Tree Kangaroo becomes a Photo Verified cutie on Tinder

Kofi sets up his profile for success with some help from Tinder and WILD LIFE Sydney Zoo

Sydney, 19 MAY, 2023 -- A [Goodfellow's Tree Kangaroo](#), dubbed Australia's most eligible bachelor, is debuting on Tinder with a profile to swoon for and a blue checkmark that shows he's been Photo Verified. Kofi is looking for love for his kind, and a swipe right™ from you on the app could find him love and help save his species too.

Ahead of *World Tree Kangaroo Day on Sunday 21 May*, Tinder in Australia has partnered with WILD LIFE Sydney Zoo to help raise awareness about the Goodfellow's Tree Kangaroo, one of the lesser known but infinitely cute tree kangaroo species.

Kofi the Tree Kangaroo is the first-of-his-kind to have a top notch Tinder profile, and members in Sydney will see his profile in-app from 21 May for two weeks. Tinder members will be directed to [Tree Roo Rescue and Conservation Centre](#), where they can share their love in the form of donations to support the rescue and rehabilitation of orphaned, injured and displaced Australian tree kangaroos.

The funds raised will go towards food, veterinary supplies and equipment to facilitate ongoing care of the Tree Roo Rescue and Conservation Centre's resident tree kangaroos.

"I'm a fluffy, blue-eyed adorable tree kangaroo and a great cuddler. I love nature, climbing trees and eating boiled eggs", Kofi says on his profile. Kofi's profile is a reminder to singletons that your profile can stand out by including your interests and some unique date ideas – who doesn't like being outdoors, climbing trees and a good hug, right?

Kofi is urging all other bachelors to get photo verified too. Not only does it help members better assess the authenticity of their match, it also gives them tools that put them in control of their online dating journey.

Tinder Australia spokesperson, Kirsty Dunn, says "A photo verified cutie in his own right, Kofi's profile sets the standard for other singles looking for a match on Tinder. This little punk has taken the trouble to put himself out there with all the important details a match would want to see. He has stuck to the 3/5/11 rule (3 passions/interests; 5 pictures/videos; at least 11 words in your bio) and even uses the new Relationship Goals feature to tell other singles he's looking for a long term relationship.

"We hope Kofi's example not only raises awareness about Tree Kangaroos, but also shows other bachelors how a fully filled out, authentic profile that is photo verified can really help with your chances of a match on Tinder."

Kofi's Keeper at WILD LIFE Sydney Zoo, Renee Howell, says "Kofi's worthwhile matching with! He doesn't take his title as Australia's most eligible bachelor or his role as an ambassador of Tree Kangaroos lightly. WILD LIFE Sydney Zoo is delighted to partner with Tinder to raise awareness and funds to support these remarkable marsupials. Tree kangaroos face several challenges in the wild, and by donating, the Tinder community can help play a part in ensuring a brighter and safer future for them."

After all it starts with a swipe™ doesn't it. Get on to Tinder and don't miss your chance to match with Kofi.

Tinder's Tips To Be A Photo Verified Cutie like Kofi

Keeping Checkmarks More Real

Video selfie takes Photo Verification to the next level. Until now, members would take still photos while holding a series of static poses, and these photos were compared against others on the member's profile. Now, if members want to get photo verified they will have to complete a series of video prompts. While no photo verification process is perfect, this helps Tinder keep those blue checkmarks more real.

Choose Photo Verified Cuties Only

Tinder gives members tools that put them in control of their online dating journey. This includes letting them select the types of people with whom they interact. Members who select "Photo Verified Chat" in Message Settings will only

receive messages from other Photo Verified members, and they can also ask their match to verify their photos before a message is sent. Tinder Gold members will be able to filter their “Likes” for Photo Verified members only.

That’s You...But Years Ago: Re-Verify!

Whether they’re returning to Tinder after a break from dating, or if they just don’t upload new photos often, there are several reasons why someone’s verified photo might not be current. In the coming months, Tinder will ask all members to update to the latest version of Photo Verification that includes video selfie.

NOTES TO EDITOR

[ASSET FOLDER](#) including Kofi’s Tinder profile

You can donate to support Kofi and his extended Tree Kangaroo family [here](#).

About Tinder

Launched in 2012, Tinder is the world’s most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all members are 18-25 years old. In 2022, Tinder was named one of the World’s Most Innovative Companies by Fast Company.

About Merlin Entertainments

Merlin Entertainments is a global leader in location-based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin operates over 140 attractions, 23 hotels and 6 holiday villages in 24 countries and across 4 continents. Merlin’s purpose is to deliver memorable experiences to its millions of guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its employees.

Merlin currently has 10 attractions in Australia, including WILD LIFE Sydney Zoo, LEGOLAND® Discovery Centre Melbourne, Madame Tussauds, Sydney; Illawarra Fly Treetop Adventures and Otway Fly Treetop Adventures & Zip Line; the Sydney Tower Eye; SEA LIFE Sydney Aquarium, SEA LIFE Melbourne Aquarium, SEA LIFE Sunshine Coast, Queensland and Kelly Tarlton’s SEA LIFE Aquarium in Auckland. Visit www.merlinentertainments.biz for more information.

About Tree Roo Rescue and Conservation Centre

Tree Roo Rescue and Conservation Centre is an organisation that rescues and rehabilitates orphaned, injured, or displaced tree-kangaroos for release back into the wild, or when release is not possible, for life in captivity as breeding animals in zoos for education and conservation.

Tree Roo Rescue and Conservation Centre also wish to educate the public and increase awareness of Australian tree-kangaroos and the threats, such as cars and dogs, that bring them into care. The ultimate aim is to assist in the prevention of the extinction of tree-kangaroos.

Additional assets available online: [Photos \(3\)](#)

<https://au.tinderpressroom.com/KofitheTreeKangaroo>