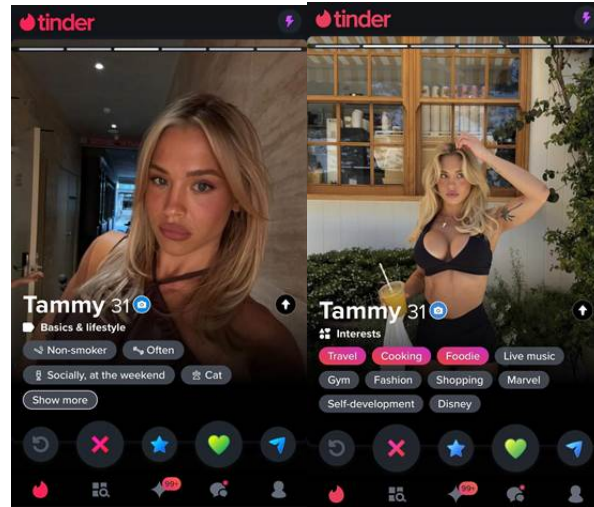


## Tammy's on Tinder® - and she's embracing her crush era

*A new campaign celebrating the rush of having a crush*



**Sydney, Australia - October 14, 2025**, Tinder, the world's most popular dating app, is reigniting the spark of modern dating with the launch of its new **Crushes campaign** in Australia — fronted by entrepreneur, fitness icon and mum-of-three **Tammy Hembrow**.

Tinder is once again tapping into the ways Aussies actually date — socially, confidently and with a sense of fun. The Crushes campaign celebrates that euphoric, can't-stop-smiling feeling of having a crush and the small, flirty moments that make dating exciting again.

Tammy leads the campaign as she officially enters her “crush era”, joined by MAFS alum [Eliot Donovan](#), redefining his post-show reputation, and [Emma Mac](#), model and content creator, stepping confidently into single life after her recent split. Together, the trio brings realness, energy and a distinctly Aussie charm to the global *Crushes* movement.

*“The rumours are true, I’m officially in my new dating era, and yes, I’m on Tinder looking for my next crush”, said Tammy. “My dating life always seems to make headlines, but I think it’s time to remind everyone that dating should be fun. I’m just seeing who’s out there and open to whatever comes next.”*

Across a series of playful short-form videos, Tammy, Eliot and Emma each bring their own version of “the crush feels” to life - from light-hearted *Butterflies or the Ick* games to flirty POVs showing that irresistible new-crush energy.

Kristen Hardeman, Country Director at Tinder in Australia, commented on the campaign:

*“Tammy, Eliot and Emma perfectly capture what this campaign is about: that spark of excitement, confidence and fun that comes when you’ve got a new crush. This campaign is about celebrating that universal feeling, the butterflies, the blushing, and the rush of possibility.”*

Tinder's Crushes campaign celebrates the simple joy of human connection, the foundation Tinder was built on, and is now live in Australia. Check out Tammy's own [Instagram](#) and [TikTok](#) posts, and head to Tinder's local [TikTok](#) or [Instagram](#) (@tinderau) over the next few weeks to see some of the campaign videos featuring Tammy and more.

Please see all available media assets [here](#).

**Credits:**

- Marketing and Communications - Tinder
- Creative & Talent - Akcelo & Amplify
- Social rollout - Amplify
- Media - Alley
- PR - Herd MSL

**About Tinder**

Launched in 2012, Tinder® revolutionised how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfil a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages – a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, "It Starts with a Swipe™".

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<https://au.tinderpressroom.com/Tammys-on-Tinder-and-shes-embracing-her-crush-era>