Tinder Newsroom

Tinder launches the Virtual Big Rainbow bringing Australians from every corner of the country together

Connecting the LGBTQIA+ community with someone over the rainbow

Sydney, Australia (March 17, 2022) - As part of the Big Rainbow Project, Tinder has launched its virtual Big Rainbow to connect the LGBTQIA+ community from all over Australia to have their very own meet-cute in-app.

With the Big Rainbow landmark soon to shine over its new regional location, the virtual Big Rainbow in Tinder Explore intends to remove the geographical barriers that regional LGBTQIA+ people face by offering an online space to meet someone new, no matter their location.

The virtual Big Rainbow is the latest instalment of **Tinder's Big Rainbow Project**, a larger than life commitment to support the LGBTQIA+ community across Australia, with a special focus on regional areas. Developed with the help of community advisors and experts, the Big Rainbow Project aims to raise awareness of the challenges LGBTQIA+ Australians face in regional towns, including a lack of visible community members and a large geographical distance from urban pride celebrations.

"We love the impact and support the physical Big Rainbow has received since its launch, and are proud to now launch the virtual Big Rainbow so that the LGBTQIA+ community, as well as friends and allies, can celebrate pride with people from across the country. The new in-app feature will span across all of Australia, offering the community an opportunity to make more meaningful connections than ever before," said Tinder Australia Country Director, Kristen Hardeman.

The virtual Big Rainbow is available for friends, allies and lovers in Tinder Explore until March 27.

The Big Rainbow Project builds on Tinder's ongoing commitment to the LGBTQIA+ community in Australia, with the company also pledging a **$100,000 donation to regional community organisations** for support programmes for regional LGBTQIA+ people.

Suggestions are open for the Big Rainbow landmark's new regional home until April 20, 2022. Submit your ideas at **bigrainbowproject.com.au**

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About the Big Rainbow Project
The Big Rainbow Project is an initiative by Tinder in Australia, helping Australians celebrate the magic of human connection, with pride, no matter where they live. The Big Rainbow Project seeks to support LGBTQIA+ community members in regional and remote locations. The Big Rainbow Project is released in conjunction with Tinder's pledge to donate AUD $100K to support regional NGOs who deliver services to LGBTQIA+ people.

The Big Rainbow Project details:

Participate in the search for a new home in regional Australia here
Following its debut in Sydney, the Big Rainbow landmark will journey to a new home somewhere in regional Australia. Tinder is calling on suggestions from the public for the Big Rainbow's future home, welcoming recommendations for the regional town where it could live on as a symbol of diversity, inclusion and self-expression for the LGBTQIA+ community.

A $100,000 donation to support regional LGBTQIA+ programmes
As part of The Big Rainbow Project and quest for its future home, Tinder has pledged $100,000 to support regional LGBTQIA+ organisations working in communities across Australia. The funds are earmarked to go to a number of organisations who support and uplift LGBTQIA+ people, particularly in regional communities where support may be limited. Tinder will be announcing the full list of recipients alongside the regional home for the Big Rainbow landmark.

Voices from the community tell stories of dating with pride. Join us at @tinderau

In creating The Big Rainbow, Tinder Australia seeks to make Pride accessible for everyone. The unveiling of both the physical and virtual Big Rainbows, is accompanied by the launch of a social series which heroes the experiences of LGBTQIA+ Aussies from regional towns. Talent hailing from central, west and northern NSW including Nicholas Steepe (he/him), Jack Williams (they/them) and Sophie Barber (she/her/they), will be sharing their stories of discovery, self-expression and dating with pride.

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About Tinder

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest-grossing non-gaming app globally. It's been downloaded more than 500 million times and led to more than 70 billion matches. Tinder Australia newsroom.

Media assets available here

Additional assets available online: **Photos** (4)

https://au.tinderpressroom.com/Virtual-Big-Rainbow