

Tinder's Big Rainbow arrives in Victoria Park Daylesford

Australia's first "Big" landmark dedicated to regional LGBTQIA+ unveiled in Victoria Park Daylesford



The Big Rainbow in Victoria Park with Tinder Glambassadors

13 March 2023 - The Big Rainbow has been unveiled at Victoria Park in Daylesford as a symbol of equality and unity for the LGBTQIA+ community across regional Australia.

Tinder announced that Daylesford would be home to the landmark last year and Victoria Park was selected as the ideal location based on the current use of the site, community and advisory committee feedback and its long connection with ChillOut Festival - Australia's largest and most popular regional LGBTQIA+ event.

In addition to the landmark, Tinder has donated AU\$100,000 to various regional community organisations to support programmes for the regional LGBTQIA+ community. The organisations have been selected through a process of consultation with community advisors to ensure their broad impact across regional communities, predominantly in the local area.

Tinder's commitment to the LGBTQIA+ community extends beyond The Big Rainbow, Kristen Hardeman, Country Director, Tinder Australia says, "We have a longstanding tradition of supporting the LGBTQIA+ community to make new connections. In fact, we were the first major dating app to give people the option to identify beyond the genders of male or female, with our More Genders feature - built in partnership with global experts. We're so happy to see The Big Rainbow Landmark unveiled in its new home in Victoria Park, Daylesford."

The Big Rainbow, Australia's first "Big" landmark dedicated to the celebration of regional LGBTQIA+ pride and inclusion, was [first unveiled early 2022 in Sydney](#), with a call for submissions to find its new home somewhere in regional Australia.

Daylesford was selected from a shortlist of four locations around Australia and was announced as winner of the Big Rainbow in October 2022. Daylesford, the Traditional land of the Dja Dja Wurrung people, is already known as the pride capital of regional Australia and welcomes The Big Rainbow as a symbol of equality and unity.

The Big Rainbow landmark is part of [The Big Rainbow Project](#), which builds on Tinder's continued commitment to the LGBTQIA+ community in Australia. The project, which has been developed with the help of community advisors and experts, aims to raise awareness of the challenges LGBTQIA+ Australians can face in regional towns, where lack of visible communities & the geographic distance from urban celebrations can contribute to increased feelings of isolation and disconnection.

The Big Rainbow Project is now followed by the recently announced [Big Tinder Wedding](#). Tinder's latest LGBTQIA+ initiative has kicked off with a national search across Australia for up to five queer couples who found love on the app and want to get married in the most unapologetically extra way, all planned and paid for by Tinder. A team of dedicated wedding planners, led by Brooke Blurton as Chief Maid of Honour, will be on hand to make sure the unique personalities of each couple are captured in the celebration and bring to life the ultimate in decorations, catering and wedding looks to suit their style. To enter visit bigtinderwedding.com.au.

Big Rainbow Donations

Tinder has donated AU\$100,000 to the following national & regional community organisations to support programmes for the regional LGBTQIA+ community.

- [Black Rainbow](#)
- [Switchboard Victoria + Rainbow Door](#)
- [Transgender Victoria](#)
- [Zoe Belle Gender Collective](#)
- [Bisexual Alliance Vic](#)
- [Rural Rainbows](#)
- [Central Highlands Rural Health Home](#)
- [CHIRP Community Health/Castlemaine Health](#)
- [Chill Out Festival](#)
- [Rainbow on the Plains](#)

The Big Rainbow Project details:

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 a total of AU\$100,000 to a number of organisations working to support LGBTQIA+ communities. Tinder has committed the funds to organisations who support and uplift LGBTQIA+ people, particularly in regional communities where support may be limited.

The significance of the Big Rainbow

The Big Rainbow is the latest in Australia's legacy of over 150 "Big" landmarks and the first of its kind to celebrate and represent the nation's vibrant and widespread regional LGBTQIA+ community. The landmark was designed with help from members of the LGBTQIA+ and First Nations communities to represent and celebrate Pride, far and wide in Australia.

About [the Big Rainbow Project](#)

The Big Rainbow Project is an initiative by Tinder Australia, helping Aussies 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 AU\$100K to support regional NGOs who deliver services to LGBTQIA+ people.

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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.

Media assets


Media assets can be found [here](#).

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Creds:

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Media - Alley/Nunn Media
Creator and Social - Amplify
PR - Thrive
Agency Partner - Queer Agency, Poof Doof

Additional assets available online:  [Photos \(2\)](#)

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