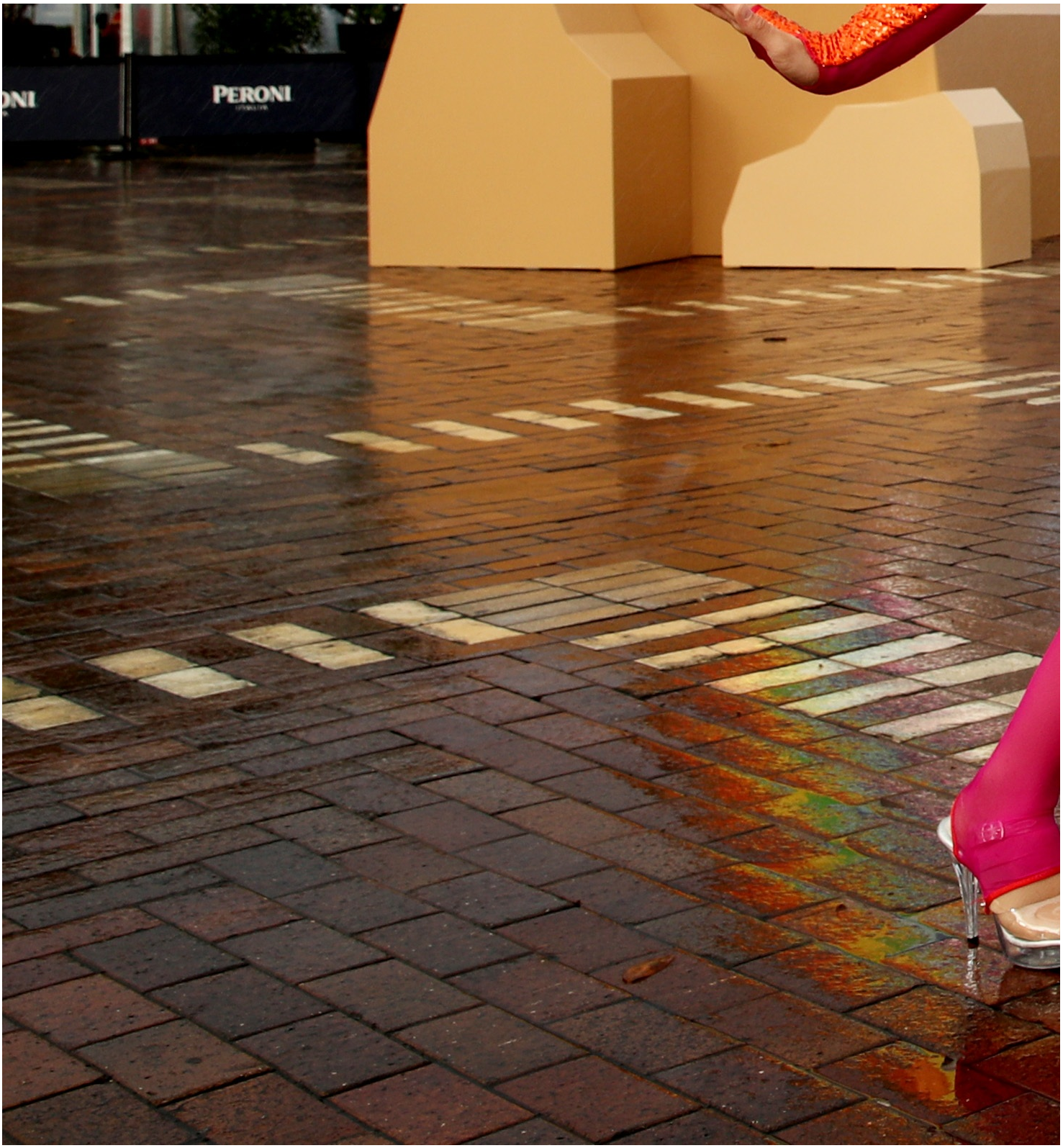
Tinder Newsroom

Tinder launches the ‘Big Rainbow Project’

Unveils the first dedicated “Big” landmark to celebrate regional Australian LGBTQIA+ pride and inclusion



Sydney, Australia (March 4, 2022) - In a larger-than-life show of support for the regional LGBTQIA+ community, Tinder has unveiled Australia's newest "Big" landmark, the Big Rainbow in its temporary home in Sydney and is now on the lookout for its new regional location as part of the **Big Rainbow Project**.

The **Big Rainbow Project** builds on Tinder's continued commitment to the LGBTQIA+ community in Australia, kicking off with a nationwide call for suggestions to help decide on the landmark's new home plus a $100,000 donation to regional community organisations to support programmes for the regional LGBTQIA+ community. 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 will also go live as a virtual destination in-app in the newly launched Tinder Explore section for Australian members to experience in the coming weeks. With more than half of Tinder members globally being Gen Z, and as the most fluid of any generation ever, Tinder has revealed its LGBTQIA+ member base has grown at twice the rate of its overall base, and that non-binary is the No. 1 "more genders" choice in the app.

"At Tinder we believe that everyone deserves a chance to make a meaningful connection with someone new. The Big Rainbow Project is a long-term commitment for us and a deepening of our support to the Australian LGBTQIA+ community beyond the urban centres through initiatives in app and across the country. We hope to see the first 'Big' landmark dedicated to the community find a home in regional Australia where it can be a beacon for diversity, inclusion and self-expression," said Tinder Australia country director, Kristen Hardeman.

"The Big Rainbow, supported by Tinder Australia, is more than just a fabulous landmark for regional queer Pride. This project demonstrates a significant commitment from Tinder Australia to provide tangible support for regional LGBTQIA+ organisations who work tirelessly to uplift their own communities year-round. We are all deserving of love and connection, and we feel excited by the prospects of new connections formed under the rainbow." - Queer Agency Co-Director, Brooke Brady.

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 has been designed with help from members of the LGBTQIA+ and First Nations communities to represent and celebrate Pride, far and wide in Australia.

Suggestions for the Big Rainbow's regional home are welcome from March 3 - April 10, 2022. Ideas can be submitted at bigrainbowproject.com.au.

Additional assets available online: Photos (5)

https://au.tinderpressroom.com/bigrainbowproject