Tinder Newsroom

Big Tinder Wedding: Search begins for queer couples in Australia who met on Tinder and want to have a very extra wedding

SYDNEY - FEB 20, 2023 - Tinder is celebrating queer love stories by today announcing the Big Tinder Wedding, a national search across Australia for queer couples who found love on the app and want to get married in the most unapologetically extra way, all planned & paid for by Tinder*.

Up to five couples will be chosen for the Big Tinder Wedding which will be the ultimate celebration of queer love stories that started on Tinder. Dedicated wedding planners - aka the Big Tinder Wedding Planners, 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. Tinder is even going to chip in funds for each couple to put towards their dream honeymoon.

The Big Tinder Wedding Planners will be led by Brooke Blurton as Chief Maid of Honour, and will feature a lineup of some of the best creators from the LGBTQIA+ community. Playing a key role in the celebration of these queer love stories is an honour for Brooke, she says "It's an absolute honour to take part in the Big Tinder Wedding and celebrate the matches that turn into beautiful love stories, especially in the LGBTQIA+ community. I'm really excited to work closely with the winning couples on creating their dream wedding and leading an awesome team of planners for the ultimate wedding extravaganza."

Queer couples who met on Tinder and want to marry their match can visit bigtinderwedding.com.au to share their love story and apply to be one of the winning couples of an extra special wedding, valued at $25k per couple. The winners will be chosen based on the couples' creativity and the uniqueness of their Tinder love story.

Love stories are unfolding on Tinder every day, in fact in a recent Tinder survey 55%** of respondents confirmed they know someone that has married their Tinder or dating app match, and 40%** say they've been to at least one dating app wedding - with 36%** attending up to three. Globally Tinder's LGBTQIA+ member base has grown at twice the rate of its overall base, and non-binary is the No. 1 "more genders" choice in the app***.

Every year, thousands of queer love stories play out on Tinder, that deserve to be celebrated and told. Ellen and Stella Sotiriou who met on Tinder and are now happily married, share their thoughts: "We were lucky enough to meet each other on Tinder more than six years ago. We're now happily married with a beautiful baby girl and credit it all to that first like. Whilst it was all quite novel at first, marrying someone you met on a dating app is the norm now! We're really excited to see the happiness and joy the Big Tinder Wedding will bring to the lucky couples."

Kristen Hardeman, Country Director of Tinder Australia comments, "We're proud of the role we play in the dating lives of the LGBTQIA+ community. We welcome all people, and have supported the LGBTQIA+ community to make new connections over the past decade. Five years ago, Australia decided that love is love, and voted 'Yes' to marriage equality. Since then, thousands of queer love stories, and weddings, have been playing out every year. The Big Tinder Wedding is our way of celebrating those love stories by helping some of these couples take their next step in a very extra way and marry their match, on us."

"The Big Tinder Wedding represents the core values of the Tinder brand and our continued support of the LGBTQIA+ community, following the Big Rainbow initiative, Pride Ride and various other activities. "

During the Mardi Gras and World Pride events across Sydney, Tinder will launch an in-app safety campaign to highlight key tools and resources on how to date safely and stay protected during the festivities.

To enter visit bigtinderwedding.com.au.

####

**Terms and conditions apply.* Visit https://go.mycastingnet.com/BigTinderWedding/TermsAndConditions

*** This survey was conducted by OnePoll in February 2023 - survey of 1,000 AU 18-25 year olds and 1,000 AU 26-40 year olds.*

**** Tinder internal data*

About Tinder

Tinder was launched at a hackathon in Hatch Labs, an incubator owned by IAC, in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, it's been downloaded more than 530 million times and led to more than 75 billion matches.

---

https://au.tinderpressroom.com/bigtinderwedding