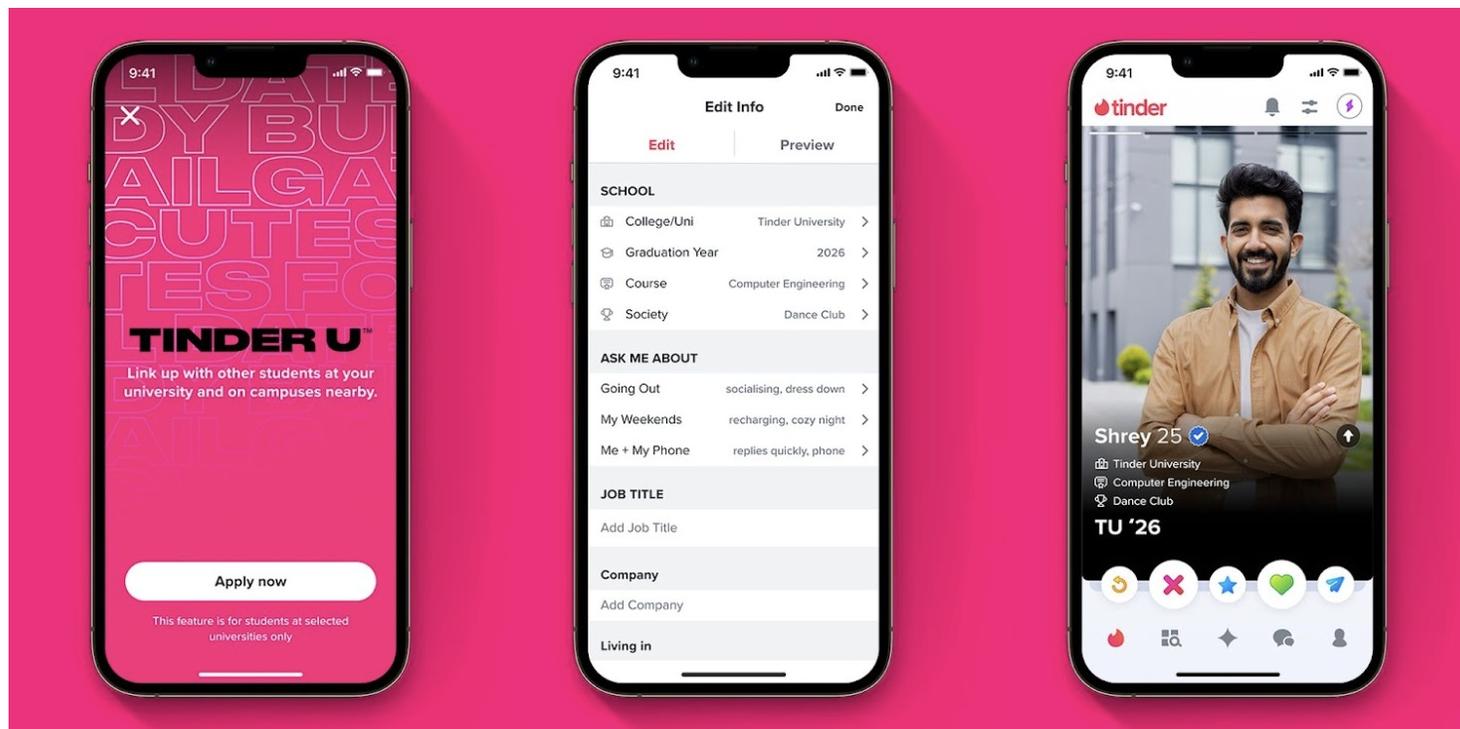


## Tinder U Launches in Australia, Revolutionising University Dating

From finding a study buddy to a festival partner or maybe something more, Tinder U is designed for university students to connect and meet



**SYDNEY, March 20, 2025:** Imagine walking around campus and spotting someone special - a friend-of-a-friend you've secretly liked, that one person you can't help but notice in between classes, or someone charming at a uni event. These are the moments when your heart skips a beat. With the launch of Tinder U in Australia, an in-app feature on Tinder, making that first move is becoming as simple as tapping 'Like' or 'Super Like.' It's all about turning those campus crushes into real-life connections — without any awkward DMs getting in the way.

Tinder U is built exclusively for university students. By opting in with your valid university email address (e.g. @student.edu.au), you'll unlock a fresh, personal, and authentic space where you can connect with other students. Once verified, you can personalise your Tinder profile with your campus details, clubs, and interests - making it easier to find matches who really get your vibe.

Given young singles' inclination towards online dating - a recent OnePoll survey found that 82%\* of young adults in Australia (18-25) have formed meaningful relationships through dating apps - Tinder U ensures their connections feel closer to home by focusing their Discovery experience on fellow students, making it easier for them to expand their social circle and create lasting uni memories.

When it comes to dating, 79% of survey respondents said, "I have dated someone I met on a dating app," while 68% noted they've become friends with someone they met on it. When asked how people most commonly meet, more than half (54%) cited online dating apps, with a shared interest group (38%), work (31%), travelling (30%) and educational institutions (25%) following.

What sets Tinder U apart? Students can add their university details, and showcase the clubs and societies they belong to, making it easy to match with peers who share similar interests.

The survey also shows that 41% of Tinder users find shared interests the most appealing aspect of a dating profile, while 38% favour an interesting or funny bio. Meanwhile, Aussies are keen for personalisation - with 42% of respondents opting to start conversations with a reference to something in the other person's bio, while 40% like to open with a witty or humorous one-liner, and 36% asking a specific question based on shared interests or hobbies. . Tinder U supports these insights to help make first conversations natural, engaging, and genuine.

"University life is all about new experiences, and with Tinder U as your trusty sidekick—whether you're looking for a study buddy, concert partner, or something a little more special—you can truly thrive. It offers Gen Z a safe and inclusive space where genuine connections happen as naturally as bumping into someone interesting in the library or in the corridor. We're thrilled to empower unistudents to connect safely, authentically, and on their own terms," says **Kirsty Dunn, Communications Director for Tinder in Australia.**

### What makes Tinder U the ultimate campus dating experience?

- **Tailored for Students:** You can share your graduation year and degree to spark conversations, and highlight your involvement in college clubs and societies to connect over shared passions.
- **Local Connections:** Meet your campus crew by connecting with peers from your university and nearby campuses..
- **No More Awkward DMs:** Spot someone you like? Give them a 'Super Like' and skip the awkward messages.
- **Safe, Authentic, and Fun:** Tinder U isn't just about meeting new people—it's about fostering a safe space for real connections where you know everyone is a student.

### To apply for Tinder U:

1. Open Tinder and tap the Profile icon.
2. Tap the Edit Info icon.
3. Scroll down to the College/uni section and add your information.
4. Tap Apply for Tinder U.
5. Enter and verify your student email address.
6. Once enrolled, you can also update your app icon to our special Tinder U icon—either by navigating to 'App Icons' in Settings or by following the prompt that appears upon completing Tinder U™ onboarding (iOS only).

Tinder U is now available across university campuses in Australia, offering a dating experience that's personal, relevant, and, most importantly, safe and fun. So, whether you're an undergrad, postgrad or somewhere in between—explore the endless possibilities with Tinder U.

## 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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