Tinder Newsroom

Tinder launches in-app vaccine advocacy initiative in Australia

Members will be able to show vaccine support on their Tinder profiles

Australia, August 13, 2021: Tinder is launching its vaccine advocacy initiative in Australia to encourage young Gen Z members to get vaccinated as lockdowns continue to impact the country and as daters hope to meet their matches IRL when the time is right. As a part of the initiative, Tinder will be enabling member access to an all new vaccine centre to display stickers and express their vaccination status and sentiment on their profile. The initiative will reach millions of Tinder members across Australia and connect them with valuable, easy to use resources:

- **Profile Stickers:** Members can display their vaccination status and advocate for their potential matches to get vaccinated by adding interactive new stickers from the vaccine centre to their profile. Stickers include “Vaccinated,” “Vaxing Soon,” “Immunity Together,” and “Vaccines Save Lives.”
- **Local Resources**: The in-app centre will link to www.health.gov.au so members can easily access government-approved vaccine information and book an appointment at their nearest vaccination site.

“The pandemic really pushed our members to get creative to make new connections. Vaccinations have become a popular talking point on Tinder* and mentions of ‘vaccine’ in member bios in Australia increased by 220% comparing July 2021 to January 2021, and 30% between July 2021 and June 2021 - this is a new all-time high,” said Papri Dev, Senior Director, APAC Communications at Tinder.

“As Australia’s vaccination drive gains momentum, we want to extend support and encouragement for our members to be better equipped to find their way back into IRL dating when it becomes a possibility. Our intent is to make dating safer everywhere and for everyone and Tinder vaccine stickers will make it both easy and fun to share your vaxxing vibe, and start something epic!”

Recent findings from Tinder in Australia in 2021 have revealed that, thinking back to winter in 2020, 40% of Gen Z’s surveyed felt isolated by the lack of social interactions, with 36% missing in-person interactions. Meanwhile, 84% agree that yes, dating apps have been helpful in remaining connected and meeting new people throughout the global pandemic.

** In Tinder bios*

Additional assets available online: Photos (1)

https://au.tinderpressroom.com/vaccinecentre