Tinder Newsroom

For everyone who supports getting their shot, The White House and Tinder will help you shoot your shot

From June 9th to July 4th, Tinder members who participate will receive a free Super Like.

LOS ANGELES, May 21, 2021 - Tinder and The White House are helping Gen Z get vaccinated ahead of a summer to remember. A recent survey showed that more than half of Gen Z are only interested in going on dates with people who are vaccinated. To get our members a date with the vaccine, Tinder has teamed up with The White House to help locate their nearest vaccination site. Tinder is also enabling members to display stickers such as “Vaccinated” or “Vaccines Save Lives” on their profile. From June 9th through July 4th, those who participate will receive a free Super Like.

The all-new center will reach millions of Tinder members in the U.S. and connect them with valuable resources:

- **Vaccination Sites:** The center will embed the vaccine locator tool fromVaccines.gov, so members can easily book an appointment or walk-in at their nearest vaccination site.
- **Profile Stickers:** Members can advocate for their potential matches to get vaccinated by adding interactive new stickers to their profile. Stickers include “Vaccinated,” “Vaxing Soon,” Immunity Together, and “Vaccines Save Lives.”

The stickers arrive at a time when Tinder has seen significant increases in mentions of ‘vaccine’— up800% since the start of the pandemic. Mentions hit an all-time high in April, the first month that all adults in the U.S. were eligible to receive a vaccine, with many members using their bio as a way to share their intention to get vaccinated.

“Before Dr. Fauci gave us hisofficial endorsement last April, the pandemic really pushed our members to get creative to make new connections,” said Jim Lanzone, CEO of Tinder. “We’re excited to work with the White House to help 70% of American adults get vaccinated by July 4th. Nothing like fireworks to signal a new spark and a new start for those looking to meet new people IRL this summer.”

ABOUT TINDER

Tinder was introduced on a college campus in 2012 and is the world’s most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest grossing non-gaming app globally. It’s been downloaded more than 430 million times and led to 60+ billion matches.

Additional assets available online: **Photos** (1)

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