Tinder Newsroom

TINDER ANNOUNCES IT WILL IMMEDIATELY REMOVE ALL FISH PICS FROM MEMBER PROFILES

The app is expected to be "Fish-Free" within 24 hours

LOS ANGELES, Calif. (April 1, 2023)— Fish flaunters beware! Tinder, the world's most popular dating app, is saying enough is enough to "Fish Pics," moderating profiles to oh-fish-ally remove everyone's least favorite type of photo, once and for all.

For those (blissfully) unaware, a "Fish Pic" is the puzzling phenomenon where singles add photos to their dating profile posing with a fish they've caught. A recent Tinder study revealed 92% of singles reported "getting the ick" after coming across a potential match's fish pic.*

Effective immediately, Tinder will start removing all photos of members holding sea creatures big and small. All fish-related content is expected to be removed within 24-hours, making Tinder the first dating app in history to be "fish free," because let's face it - no one looks good holding a slimy fish.

"We are always listening to our members and it's clear that the ubiquitous fish pic is something that needs to be addressed on our app," said Sal Mon, Head of Community Pictures at Tinder. "We cast a wide net out for fish pics in order to elevate our members' experience on Tinder and remove a barrier for them to meet their match."

The new initiative is meant to encourage members to be more creative with their profile pictures, and is predicted to help singles make more genuine connections on the app. Tinder will begin removing fish pics on profiles globally starting today, making it easier than ever for members to reel in a catch.

About Tinder
Launched in 2012, Tinder is the world's most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all members are 18-25 years old. In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company.

This stat, any names, and the entire press release is fake. It is all made up and not based on any real evidence or feedback from Tinder members. But If you are looking for *real* ways to improve your profile, check out Tinder's Hot Tips!

Happy April Fools Day!

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

https://www.tinderpressroom.com/2023-03-29-TINDER-ANNOUNCES-IT-WILL-IMMEDIATELY-REMOVE-ALL-FISH-PICS-FROM-MEMBER-PROFILES