Tinder Newsroom

TINDER CREATES ‘SINGLE SUMMER SERIES’ FOR UNCUFFING SEASON

New IRL Singles Events Give Members A Fun New Way to Meet a Match

LOS ANGELES, Calif. (May 23, 2023) —Uncuffing Season - the time of year when people seek singledom for the warmer months - is once again upon us, according to new data from Tinder. The world’s most popular dating app found that 4 out of 10 young singles say they’ve recently split from a partner, or are planning to, in order to be single for the spring and summer months.[1]

To help this new population of singles ‘get back out there’ during what is sure to be a busy summer, Tinder is hosting several dating events across the country - the “Single Summer Series.” Designed to foster authentic connections, a top priority for today’s singles as found in Tinder’s new Future of Dating Report, the events create more opportunities for members to meet and greet their crush.

Created in partnership with the viral dating sensation,Chaotic Singles Party, a singles event founded by Cassidy Davis where attendees are required to bring a dating app match, the “Single Summer Series” bridges the gap between online and offline dating in a format that meets current dating preferences. Over half (58%) of young singles say they prefer to meet dating app matches in a group setting, and 52% are interested in attending events that bring singles together.[2]

Tinder members (aged 21+) will have exclusive early ticket access to upcoming “Single Summer Series” events in New York, Los Angeles, Chicago, and a to-be-announced surprise location by matching with event cards on Tinder or via other in-app notifications. Members can secure their ticket one-week before the general public, which allows entry for two guests - the member and a match they’re interested in exploring a connection with. All “Single Summer Series” event dates and cities can be found below:

- **June 16:** Los Angeles (West Hollywood)
- **July 14:** New York (Midtown)
- **July 30:** Los Angeles (Venice)
- **August 4:** New York (Williamsburg)
- **August 11:** Chicago (West Loop)
- ***To Be Announced Surprise Date and Location***

“The prospect of summer love brings a sense of optimism that’s almost infectious,” says Stephanie Danzi, SVP of Global Marketing at Tinder. “We know many of our members are excited to make new connections after a long winter out of the dating game. In fact, 50% of young singles we surveyed are currently looking for a relationship,[1] so we wanted to give them a fun new way to meet new people that extended beyond the app.”

“The numbers don’t lie, a lot of people will be entering their ‘single era’ this summer,” says Tinder’s Resident Relationship Expert, Devyn Simone. “Re-entering the dating game can be a lot of fun, but also daunting. Similar to being on Tinder, having a space where you know everyone’s single and on the same page can take some of the pressure off and allows you to be more confident in shooting your shot.”

Tinder and Devyn Simone are also sharing the top 5 summer dating tips for Uncuffing Season from the recently released Future of Dating Report, which highlights the dating trends of 18-25 year olds.

5 Summer Dating Tips for Singles Looking to Get Back Out There:

1. **Know your goals.** Dating is all about possibilities and not everyone is looking for the same thing – make sure your match is clear on what you’re looking for whether that’s a casual situationship, a long-term relationship or even just friendship. Over 72% of surveyed Tinder members say they’re looking for someone who's upfront about their relationship

goals.[3]

2. **Quit playing the waiting game.** Leaving a match on-read is not a flex, and intentionally waiting to text someone back is actually a conversation killer that conveys disinterest more than it conveys 'playing it cool.' in fact, 77% of surveyed Tinder members reply to a crush within 30 minutes, 40% respond within five minutes and over a third reply immediately.[4]
3. **Ditch the dinner date.** Matches want more interesting date ideas especially during the Summer when everyone wants to spend time outside. Mentions of "Picnics" (43%), "Mini Golf" (56%) and "Drive-Ins" (34%) all increased in Tinder bios last year.[5] Go to a sporting event, outdoor concert or a hike – when you're in different environments you'll see new attributes about your match that you might not have noticed over dinner.
4. **Do your prep work.** Short stories are your best friend during dates! It can be hard to find the balance between oversharing and undersharing when trying to make a genuine connection, so have some anecdotes handy to share. For example, if you mention that you're the goofy friend out of your squad, tell your match a funny story that illustrates that.
5. **Get out of your comfort zone - literally.** It's easy to fall into a rut, especially when your dating pool is limited to your zip code. This summer, expand your horizons - and your radius - and start making connections in a new city with Tinder's Passport™ feature. It's a great way to refresh your dating game and get excited about meeting new people. In fact, search radius distances have increased by approximately 12% year-over-year[6] on Tinder, with surveyed members saying it has allowed them to make connections they would have otherwise never made in their day to day life.[7]

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.

About Chaotic Singles Party

The Chaotic Singles Party was founded in 2022 when Cassidy Davis posted a TikTok before Valentine's Day with an idea for the most "chaotic" party ever. She asked her single friends to each bring a match from a dating app to a gathering at her apartment to mix and mingle - the only catch was that the singles shouldn't have met their dating app match yet to ensure "maximum chaos." The resulting TikToks from the party went viral, garnering millions of views, and were even covered in several news outlets including Good Morning America, Insider, the Wall Street Journal and The Drew Barrymore Show. Cassidy now hosts Chaotic Singles Party events monthly in LA and NYC where nearly 300 singles come out every month to shoot their shot at love through the chaos.

About Devyn Simone

Devyn Simone is an internationally renowned matchmaker and dating expert, whose skillful guidance has helped countless singles find and create happy sustainable relationships. As a matchmaker and dating coach, Devyn has personally interviewed over two thousand singles as well as hundreds of happy couples to gain a deeper understanding of what unique challenges all of us face when we are dating in the age of technology and our new post-pandemic normal. Over the years she has analyzed that data and has developed a collection of best practices, tips, and easy-to-use formulas that help those dating with purpose find meaningful relationships.

[1] Survey of 1,000 US singles ages 18-25 conducted by OnePoll between 4/25/2023 - 5/3/2023

[2] Survey of 1,000 US singles ages 18-25 conducted by OnePoll between 5/5/2023 - 5/11/2023

[3] Tinder in-app survey among Tinder users aged 18-24 in UK, US, AU between 10/18/22 - 10/28/22

[4] Tinder in-app survey among Tinder users aged 18-24 in UK, US, AU between 1/09/22 - 7/09/22

[5] Tinder bios data from Jan 2022 to Oct 2022.

[6] Internal Tinder data 2023.

[7] Survey of 4,000 18-25 year olds in the US, the UK, Canada and Australia conducted by Opinium between 4/21/2023 -

4/25/2023

Additional assets available online: Photos (1)

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