Tinder Newsroom

TINDER CHALLENGES CAMPUSES TO SWIPE OFF™ FOR SAWEETIE

The Icy Girl Will Headline a Free Concert for the Most Flirt-Forward College

LOS ANGELES, Calif. (Sept 12, 2023)— The new school year is just underway and college students across the country are already flexing their flirting skills. In fact, **Tinder sees the highest influx of new 18-year-old members during freshman orientations**.[1] To encourage this new cohort of users to put themselves out there and make new on-campus connections, Tinder is partnering with "Tap In" rapper Saweetie to launch Swipe Off™. The nationwide[2] challenge will award the college or university with the most Swipe activity, proving it's at the forefront of crush culture, a free concert headlined by Saweetie, along with a surprise special guest.

Starting today, the Swipe Off challenge is open to select colleges and universities enrolled in Tinder U™, an in-app feature that lets collegiate users easily connect with others at their school. The school that sends the most Likes (...or Nopes)[3] on Tinder through October 6th will win a free concert for its campus.

"Tinder is always working to match the vibrant energy of our college users. They form the core of our user base, and over the years, we've seen countless campus connections blossom into meaningful relationships," says Stephanie Danzi, Senior Vice President of Global Marketing at Tinder. "We created The Swipe Off challenge to feed into that energy and encourage them to unlock all the possibilities of the college experience that come from meeting new people."

It's no coincidence that the *Icy Girl* herself is headlining the ultimate Swipe Off experience for the winning school. Saweetie has been vocal in her affinity for both the college experience and Tinder, with the proud USC alum referencing the brand in her viral hit single "Tap In."

"Whether they were a fling, a friend, or something more serious, the people I met at USC are what made my time there a blast. I'm excited to partner with Tinder in encouraging today's college students to *'tap in'* to the possibilities that come from meeting new people." says Saweetie.

Here's how to enroll in Tinder U

- Open Tinder and tap the Profile icon
- Tap on the pencil icon to edit your profile
- Scroll down to School to search for yours
- Tap on "Apply for Tinder U" on the prompt
- Tap "Let's Do It"
- Enter your student email address to be verified

The Tinder Swipe Off challenge begins today and will conclude October 6th, with the winning school being announced in the app and on Tinder's social media channels by Oct 20th. Check out the official rules and keep an eye on our social channels for more updates.

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 Saweetie
As a dynamic powerhouse, Saweetie continues to solidify herself as a multi-faceted artist with her chart-topping songs, successful collaborations, philanthropic endeavors, and captivating on screen performances. Born Diamonté Harper in Northern California, Saweetie was raised in a multi-ethnic household with her father being of African-American descent and

her mother being of Filipino-Chinese descent. Saweetie was exposed to a wide range of music genres which would later influence her own sound and identity as a trailblazer for young, culturally diverse individuals around the world. After attending USC and earning a Bachelor's degree in Communications, Saweetie began to focus on her music career. Since then, Saweetie has accumulated over 4 billion career streams from her chart-topping hits such as RIAA certified GOLD “Tap In,” triple-platinum “My Type,” and double platinum "Best Friend," featuring Doja Cat, which also earned two GRAMMY® Award nominations. In addition to numerous awards and accolades in the music space, Saweetie is also a notable designer, having launched her own jewelry line “ICY” . With a comprehensive portfolio spanning so many different avenues, Saweetie’s global influence continues to grow with each subsequent project.

[1] Internal Tinder data Aug -Sept 2022.

[2]Swipe Off challenge only available to colleges and universities on Tinder U that are located in the 48 contiguous states.

[3] Calculated on a percentage basis. For full rules head to: https://swipeoff.splashthat.com

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

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