Tinder Newsroom

TINDER ANNOUNCES NEW EXECUTIVE ROLE FOCUSED ON REVIVING DEAD THREADS

New VP of Ghost Hunting Tasked With Bringing Closure To The Cold Case Unanswered Texts

LOS ANGELES (April 1, 2024)— Tinder, the world's most popular dating app, announced today the addition of a new senior leadership role focused on combating one of dating culture's most prevalent vices - ghosting. The practice of sleazily cutting all forms of communication and suddenly disappearing from a potential flame's life without reason has exceeded (para)normal levels. In fact, a recent survey of singles revealed that 78% had already been ghosted by someone this year.*

To combat this, Tinder is actively seeking a new Vice President of Ghost Hunting, who will be responsible for leading the strategy and execution of a new task force focused on tracking down ghosters, breadcrumbers, zombies, submariners, and slow-faders alike.

The job posting for the role at LifeAtTinder.com notes that qualified candidates should be able to demonstrate proficiency in tracking, mitigating, and identifying solutions to the phenomenon of matches unexpectedly leaving someone on read. "At Tinder, we won't rest until all texts from potential situationships have been answered," says Claire Voyante, Head of Read Receipts at Tinder. "That's why we've created the role. We're looking for a candidate who won't stop until they find out why your date didn't text back. Was work really that crazy, Kyle? Was it? Was it really THAT crazy?"

The addition of the new role is meant to encourage singles to be more honest and transparent in their communications, in an effort to foster more genuine connections both on the app and IRL.

Tinder is committed to exorcising all ghosts. Even though we've found that Tinder users aged 18-22 may be 38% less likely to ghost a match (than those aged 33+), scanning your match list on Tinder for the "Your Turn" tag, and using the Message Suggestion feature in your chats can help you avoid being one of dating's dearly departed.

To apply for the new VP of Ghost Hunting Role,don't. This entire press release is fake. It is all made up and not based on any real evidence or feedback from Tinder members.!

Happy April Fools Day!

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.

***Not a real stat.**

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

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