

Tinder Celebrates Debut of New College Features Helping Turn Campus Crushes into IRL Connections With Relaunch of the Swipe Off™ Challenge

GRAMMY Nominated Artists Gunna and GloRilla Will Headline a Free Concert for the Winning College

LOS ANGELES, Calif. (Sept 4, 2024)— Labor Day signals the unofficial end of summer and the return to campus life, ushering in the season of Syllabus Week goggles—when students suddenly start crushing on new faces they’d never noticed before on campus. To make it easier for these connections to happen, [Tinder U™](#)—an in-app feature that allows students to more easily connect with nearby college students¹—is rolling out new updates to help you better connect with that campus crush you only catch glimpses of in-between classes.

Students enrolled in [Tinder U](#) can now include college-specific details like graduation year, major, clubs, and Greek life to their profiles! Almost 40% of singles aged 18-24 in the US met their most recent first date either at school or through a dating app.² These new features combine both methods, making it easier for others enrolled in Tinder U to see what you’re involved in on campus.

“Since 2022, Tinder U enrollment has grown an average of nearly 90% each year³, showing that our college student users are eager to connect with new people on campus,” said Stephanie Danzi, SVP of Global Marketing at Tinder. “College is as much about the coursework as it is the community and relationships you build. But, for students balancing a full course load with extracurriculars and other commitments, finding time to meet new people can pose a challenge. These new features give users more options to share their on-campus interests and activities, making it so much easier to find new connections.”

Alongside the new college-specific profile features, Tinder is enhancing the U.S. Tinder U experience with updates that make it more seamless and accessible for students eager to join and enjoy the fun. These updates include:

- **Simplified Enrollment** - We're making it easier to enroll in Tinder U by allowing eligible new users to sign up using their .edu email address during onboarding.
- **Student Pricing** - For a limited time, U.S. students enrolled in Tinder U can score 50% off any Tinder premium subscription (Plus, Gold, or Platinum) lasting one month or longer.
- **Tinder U Pride** - iOS users in Tinder U can stand out by switching their app icon to the exclusive Tinder U icon, showing off their enrollment to others. This can be done by going to ‘App Icons’ in Settings or updating it when prompted after onboarding.

The college push doesn’t end there. After Arizona State University “Tapped In” to the Swipe Off Challenge in 2023 and won a performance by [Saweetie](#), Tinder is now teaming up with GRAMMY-nominated artists [Gunna](#) and [GloRilla](#) to bring it back! According to a Tinder survey, 64% of singles said they enjoy meeting new people at live music events.⁴ So, bringing in Gunna and GloRilla to join the ranks of past Swipe Off alumni like Charli XCX (2019) and Cardi B (2018)—both of whom went on to break records after their performances—was an obvious choice.

Starting today, the Swipe Off Challenge is open to Tinder U members at select colleges and universities.* The eligible college with the highest Swipe® activity⁵ on Tinder through October 2 will win a free concert by Gunna and GloRilla for its students. The winning college will be announced in the app and on Tinder’s social media channels by October 21. Be sure to check out the [official rules](#) and stay tuned to our social channels for more updates.

**Must be 18+ and a Tinder U™ member. No purchase necessary. Open to select colleges and universities in the contiguous United States. Ends 10/02/24. See Official Rules at <http://tinderswipeoff.com/>.*

About Tinder

Launched in 2012, Tinder® revolutionized how people meet, growing from 1 match to one billion matches in just two years.

This rapid growth demonstrates its ability to fulfill a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 97 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, "It Starts with a Swipe™".

Tinder is a registered trademark of Tinder LLC.

About Gunna

Since quietly paving a lane out of Atlanta, Gunna has consistently altered the sound, structure, and very shape of hip-hop, accelerating its future in the process. Born Sergio Kitchens in College Park, GA, the diamond-selling superstar has shaken popular culture, redefining "drip" for a generation, giving "P" a place in the lexicon, and eternally ingraining himself in the conversation. He crossed the unbelievable distance from humble beginnings to performances on Saturday Night Live and two spots on former President Barack Obama's Playlist. He has reeled in billions of streams, scored dozens of multi-platinum, platinum, and gold plaques, and garnered four GRAMMY® Award nominations. Ascending to the forefront of the game, he earned a rare diamond certification for the seminal Billboard Hot 100 Top 5 smash "Drip Too Hard" with Lil Baby. He notched two consecutive #1 debuts on the Billboard 200 with Wunna [2020] and DS4Ever [2022]. Hailed as "a worthy escapade" by Rolling Stone, the latter marked his highest first-week sales tally to date and yielded the platinum-certified internet-breaking "Pushin P" [feat. Young Thug] with Future. "Pushin P" received GRAMMY® Award nods in the categories of "Best Rap Performance" and "Best Rap Song." Beyond standout sets on The Tonight Show Starring Jimmy Fallon and Jimmy Kimmel LIVE!, his rarity and artistry distinguish him and allow him to ascend musically. He maintained this momentum in 2023 with the release of his latest album a Gift & a Curse featuring his platinum single "fukumean." The album notably marked his fourth straight #1 debut on both the Top R&B Hip-Hop/Albums Chart and Top Rap Albums Chart. a Gift & a Curse served as his fourth consecutive Top 3 debut on the Billboard 200. Meanwhile, 2024 saw Gunna topple the charts with One of Wun—which crashed the Billboard 200 at #2 and emerged as his fifth Top 5 debut and set the stage for his massive THE BITTERSWEET TOUR. With more music and major moves on the horizon, Gunna will continue to change the culture forever.

About GloRilla

GloRilla is a Grammy-nominated musician and award-winning hip-hop artist from the North Memphis neighborhood of Frayser, Tennessee. GloRilla has been savoring the success of her summer takeover, considering her three hit songs – "TGIF," "Yeah! Glo" and "Wanna Be (feat Megan Thee Stallion)" each spent time on Top-40 of the Billboard Hot 100. At one point, all 3 songs charted simultaneously in the Top-40, resulting in GloRilla becoming the first female hip-hop artist to achieve the feat in 2024. Earlier this year, she released her latest mixtape, Ehhthang Ehhthang, which generated over 550 million streams in the U.S. to date. "Yeah Glo!" subsequently evolved into a massive hit, emerging as the longest-charting Billboard Hot 100 hit of GloRilla's career and serving as her third career No. 1 on Billboard's Mainstream R&B/Hip-Hop Airplay chart, after "F.N.F." and "Tomorrow 2." GloRilla has also blossomed into an electrifying performer, shining alongside Megan Thee Stallion on their sold-out "Hot Girl Summer" tour. Additionally, she has served as a presenter at the ESPYs, iHeartRadio Music Awards and Billboard Women in Music. She has firmly established herself as a pop culture fixture, generating viral moments such as meeting President Biden at The White House, performing at Michael Rubin's White Party, hanging out with LeBron James and earning a co-sign from Rihanna on her music. The world originally got its first taste of the femme fatale with her breakout single "FNF (Let's Go)" in 2022. This song sparked the viral #FNFCChallenge and paved the way for the rising star to sign with Yo Gotti's prestigious CMG record label in partnership with Interscope Records. GloRilla's journey to stardom was nothing short of a whirlwind. Following her breakout anthem, she collaborated with Cardi B on "Tomorrow 2," which debuted in the Top 10 on the Billboard Hot 100 and No. 1 on Apple Music. Her swift rise earned her the "Breakthrough Artist" Award at the 2022 BET HipHop Awards and a Grammy nomination that same year. She also received multiple honors after that, including nominations for the AMAs, VMAs, and iHeart Music Awards. Within the past two years, GloRilla has graced the covers of several magazines, including ELLE, New York Magazine's The CUT, GQ Hype, VIBE, Spin Magazine and XXL.

¹ Tinder U is intended for current undergraduate students aged 18-24, at select 4-year, accredited, not-for-profit schools in the US and UK. Schools must deliver courses in a traditional, face-to-face learning format. Additionally, Tinder U is only intended for current students with a valid school email address, required for registration (.edu address in the US and ac.uk in the UK).

² External survey of US singles aged 18+ between 2023-2024

³ Internal Tinder data Oct 2021-Aug 2024

⁴ This survey was conducted online within the United States by The Harris Poll on behalf of Tinder from April 7-11, 2022, among 2,071 adults ages 18+, among whom 325 are single adults ages 18-39. For complete survey methodology, please contact press@gotinder.com.

⁵ Calculated on a percentage basis. For full rules head to: <http://tinderswipeoff.com/>

Additional assets available online: [Photos \(3\)](#)

<https://www.tinderpressroom.com/2024-09-04-Tinder-Celebrates-Debut-of-New-College-Features-Helping-Turn-Campus-Crushes-into-IRL-Connections-With-Relaunch-of-the-Swipe-Off-TM-Challenge>