

## TINDER PARTNERS WITH LOVE ISLAND'S ROB RAUSCH TO HELP ONLINE DATERS WATCH FOR SNAKES AND FAKES

### Tinder Campaign for World Romance Scam Prevention Day Taps Snake Wrangler Rausch To Raise Awareness Of Online Scams

LOS ANGELES — (October 3, 2024) - Tinder has teamed up with Love Island heartthrob and snake wrangler Rob Rausch for a [tongue-in-cheek campaign](#) to help raise awareness for World Romance Scam Prevention Day on October 3rd in collaboration with Advocating Against Romance Scammers, produced with creative agency Movers+Shakers. Rausch is teaching online daters how to identify slithery scammers, what to avoid when looking for a partner, and encourages users to use Tinder's profile verification and safety features. This is the [second year](#) Tinder is launching a campaign for World Romance Scam Prevention Day.

Romance scams affect people across all age groups around the world, with U.S. consumer losses totaling more than [\\$1.14B](#) last year according to the Federal Trade Commission. Match Group has consistently invested over \$125 million annually in its trust and safety teams, technology, partnerships, and initiatives to improve safety outcomes on and off its apps.

Tinder uses advanced machine learning systems to identify patterns and suspicious behavior to help combat bad actors using the platform. To help users better protect themselves both on and off the app, Tinder has rolled out 20+ safety features in the last three years, as well as in-app safety education, including pop-up safety tips when specific language is detected in user conversations. Tinder is making ID Verification (IDV) available to all U.S. users (excluding Maine) by the end of this month as a way for users to better show they look like the person in their photos and feel more confident they're matching with real people. Users can look out for the "blue checkmark" next to names on profiles to see who has completed the two-step process.

The campaign with Rausch runs with the concept of online scammers as literal snakes. If you want a course in avoiding snakes, you call a snake wrangler. The campaign will run across TikTok and Instagram on October 3rd, with Rausch offering tips on how to steer clear of "snakes in the grass." Tinder will also be sending in-app messages reminding users to be mindful of people who try to play on their emotions or claim to desperately need money and encouraging them to report suspicious behavior.



[View this post on Instagram](#)



"While the campaign is playful, the issue itself is serious," said Stephanie Danzi, Senior Vice President of Global Marketing at Tinder. "We hope this spot will draw attention to a topic that is not readily discussed, help bring more awareness, and educate consumers on the robust safety features available on Tinder."

"Tinder's efforts around scam prevention are real and important, and we knew we had to ensure the message was heard loud and clear. And so we identified Rob as the perfect partner to break through the clutter. The popularity of Love Island and the playful appeal of Rob's snake wrangling expertise is sure to resonate with Gen Z daters," said Movers+Shakers Co-Founder and Chief Creative Officer, Geoffrey Goldberg.

Match Group is also partnering with key influencers to help raise awareness and educate users on how to avoid scams across its platforms in recognition of National Romance Scam Prevention Day. As part of a larger campaign, these influencers will share their personal experiences with dating, both online and in real life, to engage audiences and highlight the importance of staying safe in today's digital landscape.

Romance scammers are masters of manipulation, which can make them hard to spot. While some scammers create fake identities, others may use their real information to create the appearance of a romantic or close relationship. No matter who's on the other end of your interaction, make sure to never send money to someone you meet online and report any suspicious behavior to the platform. Tinder suggests keeping an eye out for some common warning signs:

**IF THEY SUGGEST MOVING THE CONVERSATION OFF THE DATING PLATFORM QUICKLY.** This could be a sign they're trying to avoid leaving a record of the interaction and want to gather personal details, such as your phone number, which can be valuable to scammers.

**IF IT SEEMS TOO PERFECT TO BE REAL.** Be cautious of excessive attention or "love bombing" early on. Scammers often try to fast-track a relationship, making grand gestures, talking about "fate," and even proposing quickly.

**IF THEY AVOID MEETING IN PERSON.** Scammers frequently plan meetings only to cancel at the last minute with urgent excuses, such as medical or family emergencies, or claiming they're stuck overseas. These reasons often lead to requests for financial assistance.

**IF THEY REQUEST PERSONAL INFORMATION.** A genuine connection should never involve sharing sensitive information like your passport, driver's license, or ID numbers.

**IF THEY BRING UP FINANCIAL ISSUES.** Discussing who pays for dinner is one thing, but if someone drags you into their financial problems or asks for money early in the conversation, it could signal deception.

**STAY CAUTIOUS EVEN IF YOU MEET IN PERSON.** Some scammers are highly skilled con artists who build trust quickly. They may paint an ideal future together but ask for financial help, claiming delays in their investments or business dealings.

#### **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 Movers+Shakers**

Movers+Shakers, a disruptive creative agency, has a mission to spread joy. They specialize in driving cultural relevance for brands targeting Gen Z and Millennials. Clients rely on them to propel into the future, fostering awareness and equity across mainstream and emerging social platforms. Their achievements speak volumes. Recognized as one of the Most Innovative Companies globally by Fast Company, crowned the #1 Fastest-Growing Agency by Adweek, and honored as the Best Small Agency by Ad Age. As a member of Stagwell, they're part of a network of disruptive agencies spanning creative, media, data, experiential, AI, and more.

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