

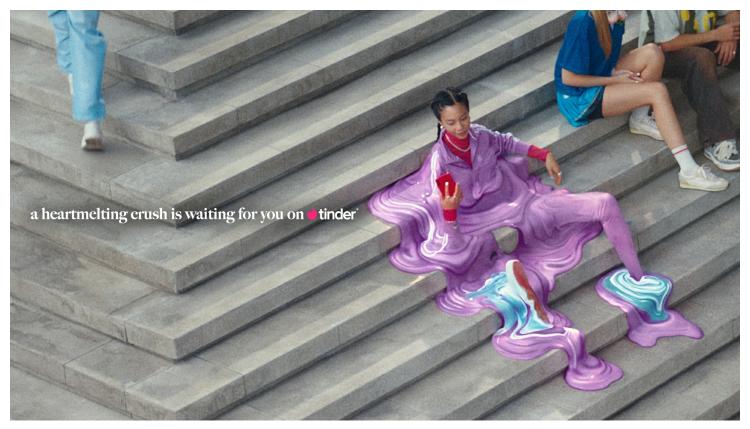
 $\textit{Alongside the new campaign, Tinder debuts Swipe Stories} \\ ^{\text{TM}}-\text{a hub for real moments of crush connections sparked on the app.} \\$

LOS ANGELES, August 25, 2025 - Today, Tinder launches its new Crush Feelings campaign—a playful celebration of the whirlwinds, rollercoasters, and silly chaos that come with having a crush. The campaign invites Gen Z to experience the euphoric rush of catching feelings for the first time, reminding them that the best—and most fun—feelings can spark on Tinder.

Timed to reveal the emotional highs of modern dating, the campaign arrives at a moment when Tinder is alive with new connections every day. Tinder has led to more that 00 billion total matches, and in 2024, nearly 16 billion Likes or Nopes were sent on the app each week—proof that opportunities for crush-worthy sparks are happening regularly on Tinder.

And because the best crush feelings don't just live in our imaginations, Tinder is bringing them to life with Swipe Stories — a new hub dedicated to real moments of crush connections sparked on the app. From the first match that made someone melt, to the DM that led to a thrill-ride, Tinder's Swipe Stories M showcases the giddy, euphoric rush Gen Z knows all too well. It's proof that the crush-worthy sparks can and do happen on Tinder.

"Gen Z is craving connection, but many haven't yet felt the magic of a real crush," said Stephanie Danzi, SVP of Global Marketing at Tinder. "For a lot of young daters, Tinder is the first place they'll experience that rush—the thrill, the chaos, the possibility. With Crush Feelings, we're reminding them that those sparks aren't just real, they're what make dating fun in the first place."



Tinder user profiles tell the story too. According to internal Tinder data from 2024, Gen Z is updating their profiles and photos nearl**2X more often than millennials**, reflecting their openness to new experiences and fluid identities. And it's not just selfies—profiles increasingly highlight**mental health, values, and personal boundaries**, suggesting that today's crushes may be built on more than just surface-level attraction.

Tinder's latest creative work taps into the dreamy, playful, and chaotic energy that defines a crush. From a text that turns you into a puddle, to glitching brains when your crush texts back, to tongue-tied chaos that feels both ridiculous and true, the campaign captures the heightened reality of falling into a crush. It's a fresh, surreal take on dating that reflects how Gen Z really talks, feels, and jokes about crushes today.

"Gen Z is redefining what dating looks like, and it's rooted in authenticity," said Stephanie Danzi, SVP of Global Marketing at Tinder. "They're updating profiles more often, being open about their values, and bringing their whole selves to the app. Crush Feelings celebrates that shift—it's about showing that the rush of a crush today isn't just fun, it's real, and it starts with being unapologetically yourself on Tinder."

As the world's most popular dating app, Tinder has been the starting point for countless relationships, friendships, and crushes. With Crush Feelings, Tinder continues to celebrate its role as the ultimate catalyst for excitement, fun, and the thrill of possibility.

Created in partnership with Tinder's creative agency of record, Mischief @ No Fixed Address, the spots will air across social and all major streaming services beginning August 25, 2025.

To view the "Crush Feelings Campaign", please visit HERE. [1]

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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 100 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 SwipeTM.

Tinder is a registered trademark of Tinder LLC.

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Agency: Mischief @ No Fixed Address

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Paid Media and Social Agency: Vayner Media

PR Agency: Tinder Comms + LaForce

^[11] Internal Tinder data from May 2024 with per day averages globally.

^[2] Internal Tinder data from May 2024 with per day averages globally.

^[3] Internal Tinder data from May 2024 with per day averages globally.