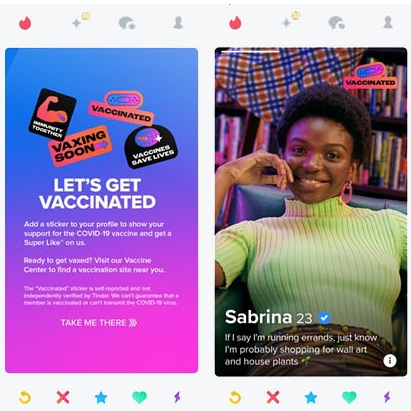
Tinder Newsroom

Tinder launches two new initiatives to encourage vaccination and support mental health

Uttar Pradesh members will be able to show vaccine support on their Tinder profiles; Partners with VisitHealth to give all members access to free resources & therapy sessions



India, June 24, 2021: Tinder, the world's most popular app for meeting new people, has launched two new initiatives to promote vaccination and mental health amongst young members in India. Tinder's **vaccine advocacy initiative** is encouraging young Gen Z members to get vaccinated as lockdowns begin to ease and as daters look forward to meeting their matches in person. In addition to this, Tinder is offering **free mental health resources** that include access to therapy sessions for all its members in collaboration with VisitHealth. Both initiatives are accessible to ALL Tinder members in Uttar Pradesh.

*"The pandemic has put things in perspective for all of us. Vaccinations have become a popular talking point on Tinder** and mentions of 'vaccine' in member bios went up by 42x in India in May 2021 - an all-time high - compared to when the pandemic first began. Covid-19 has been hard on mental health as well, especially for our young members who are dealing with a new normal across all facets of their lives. Our intent with the initiatives is to make dating safer for everyone and also help our members find comfort in the fact that now mental health support is just a click away on Tinder."* **says Ms. Taru Kapoor, General Manager - Tinder & Match Group, India.**

Both initiatives will reach millions of Tinder members across India and connect them with valuable, easy to use resources:

VACCINE ADVOCACY

As a part of the initiative, Tinder is sharing educational guides and enabling member access to an all new vaccine center to display stickers and express their vaccination status and sentiment on their profile.

- **https://tinder.knowthevaccine.com/**: A custom built for Gen Z digital educational guide* delivered in-app, which is a rich & interactive resource that answers questions as simple as *What is a vaccine?,* the essential *'Can I go out now?'* to the more serious *'Can I get Covid after the vaccine?'* alongside interactive and snackable quizzes that one can swipe on to bust myths such as *The vaccine guarantees safety from all COVID variants. - No, not 100%. There is still a 10-20% chance one can get Covid. It's like a rebound*
- **Vaccine Centre**: Coming soon in June is the in-app center with resources from WHO and also cowin.gov.in so members can easily access government approved vaccine information and book an appointment at their nearest vaccination site.
- **Profile Stickers:** Members can display their vaccination status and advocate for their potential matches to get vaccinated by adding interactive new stickers from the vaccine centre to their profile. Stickers include "Vaccinated," "Vaxing Soon," "Immunity Together," and "Vaccines Save Lives."

Apart from its newly launched in-app vaccine advocacy initiatives, Tinder has been working with local partners such as India Vaccine Project on ground, to spread vaccine awareness and helping them recruit youth volunteers from amongst the Tinder community. Also, Tinder's parent Match Group has made a donation to ACT Grants supporting their multiple Covid relief initiatives.

MENTAL HEALTH INITIATIVE

Through the months of June and July, existing and new members will have free access via the Tinder app to emotional wellness content curated by VisitHealth including guided meditations, fitness videos and more. Every Tinder member can access up to two free sessions with licensed therapists across all major Indian languages, and continued support at discounted rates for beyond the first two sessions.

How to access:

- Sign up or log in to your Tinder account
- Look out for the in app card with details and swipe right on the card
- Register with your phone number
- Browse through resources and guides or book an appointment with a therapist of your choice for a therapy session over chat, audio or video.
- Tinder members will have access to resources, content and up to two free sessions.
- Free sessions are valid till 31 July 2021. Post which unlimited discounted sessions will be available until 31st Dec.

**A panel of licensed medical experts working with Pharmeasy.com to spread health awareness.*

*** In Tinder bios*

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ABOUT TINDER

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest grossing non-gaming app globally. It's been downloaded more than 450 million times and led to more than 60 billion matches.

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