

## **Tinder India partners with HaikuJAM, the collaborative poetry app, for International Haiku Poetry Day**

In celebration of International Haiku Poetry Day (**17<sup>th</sup> April 2016**), Tinder, the world's most popular app for meeting new people, is partnering with HaikuJAM, the collaborative poetry-writing app based in London to crowdsource haiku poems about the magic of human connections. Over the course of the weekend, people around the world will create haiku poems together on themes ranging from *Swiping Right*, *First Dates*, *Finding Love* and everything in between.

The 17<sup>th</sup> of April marks International Haiku Poetry Day and is celebrated to encourage people to get creative and try their hand at writing haiku poetry. Haiku is an ancient Japanese form of poetry. Traditionally, it consists of three lines that usually evoke a feeling or an image.

All entries can be viewed in real-time on [haikujam.com/swiperight](http://haikujam.com/swiperight), and will be shared across social media with the hashtag #InternationalHaikuDay. The best poems will be compiled into a book and participants will also have a chance to win Tinder merchandise.

HaikuJAM is a creative social network where people around the world write haiku poetry together, one line at a time (available for free on iOS & Android). Users can also substitute words with images to create 'Photo-Stories'.

"HaikuJAM provides an amazing platform for users to creatively collaborate and create little masterpieces together. Tinder is thrilled to participate with this growing community bound together by shared love for words and writing. At Tinder, we have always worked towards facilitating connections by making it easier to meet new, like-minded people. Poetry is the language of love and this partnership is a great opportunity for us to bring together haiku lovers to express the varying shades of human relationships in their own unique style." says Taru Kapoor, Head of Tinder India.

"Love is actually one of the most popular themes around which people collaborate in HaikuJAM," says HaikuJAM's 24-year old CEO, Dhruvad Karwa, "Tinder has ushered in a world where finding romance and connecting with like-minded people around us is easier than ever before, so naturally we are very excited about this initiative!"


To participate in the campaign, simply download the HaikuJAM app for free from the [Google Play](https://play.google.com/store/apps/details?id=com.haikujam) and [Apple App Stores](https://itunes.apple.com/in/app/haikujam/id1031111111).

### **About HaikuJAM**

HaikuJAM is a London-based startup founded by three Economics students at University College London (UCL) – Dhruvad Karwa, Neer Sharma and Andy Leung. It is a creative social network where people around the world can write micro-poems and create photo-stories together, available for free on iOS and Android. Since launch, it has been named in the ‘50 Best Creative Apps’ globally by The Guardian and has been featured on the Apple App Store front-page, three times across 17 countries. The team has secured over \$250,000 in seed investment and is now looking to raise further funds to focus on the Indian market.

Last month, HaikuJAM launched a platform through which brands can work with the HaikuJAM community for crowd-sourced inspiration. This facility was debuted with Ginger Hotels, a chain of hotels owned by the Tata Group, for International Women’s Day. The startup is currently in talks with some of the largest consumer brands across the globe for creative partnerships.

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Additional assets available online:  [Photos \(1\)](#)

<https://in.tinderpressroom.com/Tinder-India-partners-with-HaikuJAM-the-collaborative-poetry-app-for-International-Haiku-Poetry-Day>