

## **Tinder Launches The Highly Anticipated 'Swipe Night' in Asia**

- **An in-app interactive event, Swipe Night offers a surprise behind every swipe**
- **Exclusively on the Tinder mobile application, take part in this interactive event on three consecutive Saturdays starting September 12, each 7-min video story will be made available only from 10:00am to midnight Sunday - you never know where each Swipe will take you**
- **From Swiping to Socialising, Swipe Night is the first-of-its-kind in the social discovery category helping members mix it up, break the ice and create shared digital experiences**

Asia Pacific, September 4, 2020 - On September 12th at 10 a.m., Tinder® will make its Swipe Night event available for the first time in Asia and around the world. Swipe Night, which originally launched late last year in the US, is a first-person, in-app interactive event where Tinder members can swipe at key points in the experience to move the story forward and see where it takes them. Their choices dictate more than just the story; they also impact who they match with and what they might chat about once the epic journey ends.

### **Power of shared digital experiences**

If the pandemic has taught us anything, it's the power of conversational common ground powered by shared digital experiences. Social and physical distancing coupled with stay at home orders turned our members into chatty and creative digital daters with 52% more messages sent globally (peaking on April 5) and swipe volume among members under 25 also rising 34%.

Close to a third of Generation Z in Asia-Pacific (born 1996 to 2012) spend six hours or more on their mobile phones<sup>1</sup> with a penchant for bite-sized entertainment. Built with this generation in mind, Swipe Night will transport Tinder members from their homes to a new destination to discuss: an adventure live, from the palm of their hands. For three weekends starting September 12, each 7-min video story will be made available only from 10:00am to midnight Sunday, with a story arc that changes with every Swipe you make - will you save a puppy, or a friend? Will you grab a first aid kit, or....?

"When lockdowns began, we saw an immediate increase in our members' engagement on Tinder, so we know we play an important role in their stay-at-home experience," said Jim Lanzone, CEO of Tinder. "While the global health crisis continues, we believe Swipe Night can bring a welcome change of pace to our members around the world. We're committed to driving innovation on Tinder that creates more ways to bring our members together, entertain them, and help them meet and get to know new people"

### **The Swipe Night story**

Swipe Night follows a group of friends, with Tinder members playing the protagonist, during the final hours before an asteroid hits Earth. As the story unfolds, members will be challenged with moral dilemmas and practical choices that impact what happens next and who they match with once the event ends. But they'll have to act fast: there are only seven seconds to make each decision. Each week, key choices are added to a member's Tinder profile so there's plenty of material for post-apocalyptic banter and icebreakers that don't involve face masks.

To make Swipe Night, Tinder tapped some of the biggest names in the business. The production was directed by 24-year old Karena Evans (Drake's go-to music video director) and written by the quick-witted Nicole Delaney (Big Mouth, Netflix) and Brandon Zuck (Five Points, Facebook Watch).

Be sure to show up to the Swipe Night event every weekend in September, starting September 12 at 10 a.m. The weekly Swipe Night event will only be available until midnight Sunday.

Live Times & Dates as follows:

- Saturday September 12th starting at 10:00 - Sunday 13th at 23:59
- Saturday September 19th starting at 10:00 - Sunday 20th at 23:59
- Saturday September 26th starting at 10:00 - Sunday 27th at 23:59

###

## **ABOUT TINDER**

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. It has been downloaded more than 340 million times and is available in 190 countries and 40+ languages. Tinder has 6.2 million subscribers and is the highest grossing non- gaming app globally.

For media enquiries, contact:

Weber Shandwick Singapore on behalf of Tinder APAC

tinderSG@webershandwick.com

Papri Dev, Senior Director Communications APAC

papri.dev@gotinder.com

---

Additional assets available online: [Photos \(8\)](#)

<https://sg.tinderpressroom.com/2020-09-04-TINDER-LAUNCHES-THE-HIGHLY-ANTICIPATED-SWIPE-NIGHT-IN-ASIA>