

## Tinder® brings combat sports lovers together with its first-ever ‘Single’s Cam’ at Rajadamnern Stadium in Thailand

**Mentions of “Muay Thai” in Thai Tinder bios are up 20% y-o-y as Tinder adds Muay Thai Interest for Thai Tinder users.**

**APAC/Singapore, 8 April 2024** — Tinder®, the world’s most popular app for meeting new people, is kick-starting this Season of Love with a unique *Muay Thai*-love combo for singles. Adding its own twist to the popular “kiss cam” at sports events around the world, **Tinder’s Single’s Cam** will offer a new way for singles to connect at the world’s first Muay Thai stadium, Bangkok’s Rajadamnern Stadium, from 1 April to 30 June.

Thai Tinder users are increasingly connecting over shared passions and sports is one of them, seen with **Thai Tinder users ranking “sports” amongst their top 10 Interests in 2023.**<sup>1</sup> It’s not only international sports such as Football or Running that Thais are passionate about, Thailand’s national sport of *Muay Thai* is also popular amongst Thai Gen Z daters with **mentions of “Muay Thai” in Thai Tinder bios are up 20% year-on-year.**<sup>2</sup>

Recognising people’s passion for *Muay Thai* globally, **Tinder has recently added  ( Muay Thai) as an Interest.**



### How does Tinder’s Single’s Cam work?

- Those taking part must be single and opt-in on fight night.
- Live stadium cameras will randomly select two single people and show them on the big screen.
- The potential couple can then signal their interest to match live for all to see!

### How to add a Muay Thai Interest to your profile

- Open the Tinder app.
- Tap the profile icon and then tap the pencil icon.
- Scroll down to “Interests” and select “Muay Thai” (you can select a maximum of 5 Interests, but need a minimum of 3).
- Click ‘done’ and Muay Thai will be added and displayed on your profile.

If you’re a newbie to fight night, here are some explainers that will help you get your *Muay Thai* game on:

- *Muay Thai* is known as the “art of eight limbs”, named after the eight body parts which are used as weapons - two fists, two shins, two elbows and two knees.
- A fighter is called *nakmuay* and the headband worn by *nakmuay* is called a *mongkol*. It’s worn pre-fight and is thought to hold special powers. Once in the ring, *nakmuay* perform a ceremonial dance called the

*Wai Kru*, after which the trainer removes the *mongkol* before the fight commences.

- Fights are made up of five rounds of three minutes each, with a two minute break in between rounds. A round is called a *yok* and the referee is known as *gama gan*.

*Muay Thai* will never be the same again as Tinder's Single's Cam is set to turn Rajadamnern Stadium into a new coupling zone on fight nights.

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<sup>1</sup> Data from Tinder bios from 1 Jan to 1 Oct 2023.

<sup>2</sup> Mentions in Tinder bios 1 Jan - 31 March 2023 vs 1 Jan - 31 March 2024.

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Additional assets available online:  [Photos \(5\)](#)

<https://sg.tinderpressroom.com/Tinder-SinglesCam-Thailand>