

## Tinder Gives Away Free COVID-19 Mail-in Tests

As Gen Z waits their turn for the vaccine Tinder and Everlywell help get them through the Panini with 1,000 free mail-in tests for COVID-19



**LOS ANGELES - March 16, 2021** — We're *THIS* close to getting back to what could possibly become the flirtiest years of our lives. Normality is on the horizon and Gen Z is ready to vibe check with matches in real life. That's why today Tinder announced it's teaming up with Everlywell to give away 1,000 free Everlywell COVID-19 Test Home Collection Kits. Five hundred Tinder members will soon be able to take their flirt sesh to the next level, by checking their COVID status before venturing out, with convenient mail-in tests for themselves and a match.

For most of Gen Z, they've spent this year stuck with mom and dad (52% according to Pew Research) forced to kiss their social lives goodbye. As of Oct 2020, more than 40% of Tinder members under the age of 30 had not met a match in person\*. But according to Tinder bios, that might be changing. "Go on a date" hit an all time high in U.S. bios in February 2021. It seems with spring around the corner people are more ready than ever to invite their crush to meet up.

As Spring Fever takes off, Tinder is giving 500 matches the encouragement they need to take their crush from flirt sesh on Tinder to a first IRL date with free mail-in [COVID-19 tests from Everlywell](#). Tinder members will be able to request a pair -- one for them, and one for the match they've been eager to meet IRL. On the first day of Spring, Saturday March 20th, members in the continental U.S. can claim a code for their free [Everlywell](#) mail-in test from the Tinder app beginning at 7 p.m. eastern time\*\*.

"The pandemic has created no shortage of dating obstacles, but we think our members are pretty optimistic about getting back out there; January 3rd Swipe activity hit 3.4 billion, which was one of the busiest days of the entire pandemic," said Nicole Parlapiano, VP of Marketing for North America at Tinder. "We're excited to be working with Everlywell to make it easier for our members to go and meet their matches safely."

\*Online Survey of more than 2,000 Tinder members between August 14 - August 24, 2020

\*\*Tests will be available on a first come, first served basis, and will ship starting Monday, March 22nd. Swipe, Tinder, and the flame logo are registered trademarks of Match Group, LLC.

\*\*\*The Everlywell COVID-19 Test Home Collection Kit has not been FDA cleared or approved. This home collection kit has been authorized by FDA under an EUA. This home collection kit has been authorized only for the home collection and maintenance of nasal swab specimens as an aid in detection of nucleic acid from SARS-CoV-2, not for any other viruses or pathogens. This test is only authorized for the duration that circumstances exist justifying the authorization of emergency use of medical devices under Section 564(b)(1) of the Act, 21 U.S.C. § 360bbb-3(b)(1), unless the authorization is terminated or revoked sooner. Read more at [www.everlywell.com/products/covid-19-test](https://www.everlywell.com/products/covid-19-test).

<https://sg.tinderpressroom.com/news?item=122492>