

Tinder members in Singapore will now be able to show their vaccine support on their profiles

Singapore, August 23, 2021: Tinder is launching its vaccine advocacy initiative in Singapore to encourage young Gen Z members to get vaccinated as the country progresses towards its vaccination target of 80% of its population by September this year.

As a part of the initiative, Tinder will be enabling member access to an all new vaccine centre to display stickers and express their vaccination status and sentiment on their profile. The initiative will reach all Tinder members in Singapore and connect them with valuable, easy to use resources:

- **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.”
- **Local Resources:** The in-app centre will link to <https://www.vaccine.gov.sg> so members can easily access government approved vaccine information and book an appointment at their nearest vaccination site

A Tinder spokesperson stated, “The pandemic really pushed our members to get creative to make new connections. Vaccinations have become a popular talking point on Tinder* and mentions of ‘vaccine’ in member bios in Singapore peaked in June 2021 as the national vaccination programme accelerated. As Singapore transitions towards COVID resilience, we want to extend support and encouragement for our members to be better equipped to find their way back into IRL dating. Our intent is to make dating safer everywhere and for everyone - Tinder vaccine stickers will make it both easy and fun to flex your vax, and let sparks fly!”

* In Tinder bios

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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