Tinder UK Newsroom

Break the ice with ‘Skate Dates’

Tinder hosts its first ever ‘Skate Dates’ nights at Somerset House this cuffing season
London 21st, 28th November, 5th and 12th December, 2023



LONDON (November 15, 2023) — Tinder is hosting ‘Skate Dates’ in a partnership with the famous festive destination Skate at Somerset House, for four consecutive Tuesday nights in November and December, offering singles the ultimate ‘ice breaker’.

Responsible for over 75 billion matches, Tinder is hotting things up on the ice this festive season, by bringing the first-ever Tinder x Skate Date night to the UK’s iconic rink. Interested singles can purchase tickets via the ‘Skate Dates’ page on Somerset House’s website [https://www.somersethouse.org.uk/whats-on/skate-somerset-house/djs-special-events/skate-dates].

This comes as Tinder’s new research reveals that 97% of UK singles* believe that regular IRL dates are important - and what better way to sense if love blossoms (or ends on thin ice) than to see if their new flame can skate the test of time?

To combine festive fun with finding the one, ‘Skate Dates’ evenings (during 8pm and 9pm slots) are running on the following evenings:

- **Tuesday 21st November**
- **Tuesday 28th November**
- **Tuesday 5th December**
- **Tuesday 12th December**

Skaters will have 45 minutes to spice things up on the ice, so lace up your skates and book your slot through the Somerset House website now.

As Tinder has previously revealed, the dinner date is firmly a thing of the past, and potential partners are opting for less ‘traditional’ ways to get to know one another when meeting IRL. On Tinder, activity dates have grown in popularity with live

music and escape rooms both ranking highly amongst singles' Interests* on their profiles. In particular (and in perfect time for the colder months), of all Tinder users in the UK who mention ice skating in their Tinder bios, over half (56%) of them are Gen Z.**

Serving up what to do on their next meet-cute, 51% of singles said varying date types can help to see different sides to a potential partner but 71% of singles revealed they prefer an activity-based date, such as ice skating, as it helps to know if there's chemistry (67%) or see different sides to their potential partner (51%).*

Laura Wilkinson-Rea, Senior Director of Communications, Northern Europe at Tindersays: "With cuffing season firmly upon us and Christmas just around the corner, we're bringing some 'festive cheer' to dating. We know that young singles are looking for an activity date to 'break the ice', so we're so excited to bring singles together by launching our 'Skate Dates' takeover at Somerset House. From showing off party tricks to holding hands on the ice, this type of date has the potential to create sparks!"

NOTES TO EDITOR

Event Details:

Location: Somerset House, Strand, London WC2R 1LA
Date: Tuesday 21st November, Tuesday 28th November, Tuesday 5th December, Tuesday 12th December
Time: 8pm skating session, 9pm skating session

Purchase tickets HERE to attend. Limited availability, terms and conditions apply.

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*This survey was conducted Opinium - survey of 1,000 UK adults
**Tinder internal data Jan 1 - Nov 1 2023

About Interests
The Interests feature (also known as Passions in some locations) allows users to select their favourite pastimes and share them on their profile. Interests are a great way to connect with potential matches and get the conversation started. Simply open Tinder and tap the profile icon, then tap the pencil icon next to the user's profile photo, scroll down and select "Interests". Then select Interests to add to profile (a maximum of 5 Interests, but need a minimum of 3) and tap Done to save changes.

About Tinder

Launched in 2012, Tinder is the world's most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all users are 18-25 years old. In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company. Tinder is a registered trademark of Match Group, LLC.

About Somerset House

Skate at Somerset House with Switzerland Tourismhttps://www.somersethouse.org.uk/whats-on/skate-somerset-house
15 November 2023 – 14 January 2024
Edmond J. Safra Fountain Court
Ticket prices range from £10 - £25 for adults / £8 - £13 for children

Step Inside, Think Outside

As the home of cultural innovators, Somerset House is a site of origination, with a cultural programme offering alternative perspectives on the biggest issues of our time. We are a place of joy and discovery, where everyone is invited to Step Inside and Think Outside.

From our historic site in the heart of London, we work globally across art, creativity, business, and non-profit, nurturing new talent, methods and technologies. Our resident community of creative enterprises, arts organisations, artists and makers, makes us a centre of ideas, with most of our programme home-grown.

We sit at the meeting point of artistic and social innovation, bringing worlds and minds together to create surprising and often magical results. Our spirit of constant curiosity and counter perspective is integral to our history and key to our future.

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https://uk.tinderpressroom.com/Break-the-ice-with-Skate-Dates