



\* To celebrate "Bridget Jones: Mad About The Boy" arriving in cinemas, Tinder is offering free Tinder Gold subscriptions to fifty people with the name Bridget Jones to help them find their next connection\*.

\* New research in the UK reveals that over a third (34 per cent) of singles lack confidence when re-entering the dating scene after a long term relationship

London, 29th January 2025 - In Bridget Jones: Mad About The Boy arriving in cinemas February 13th, the nation's favourite singleton is diving back into the dating world with a new Tinder profile. So to celebrate Bridget's entry into the world of online dating after being in a long term relationship, official film partner, Tinder, is offering fifty real-life Bridget Jones' across the UK a free six month Tinder Gold subscription to help them find their next connection and rediscover the excitement of dating.

According to new research from Tinder, while 61% of singles in the UK are looking forward to re-entering the dating scene after a long-term relationship, the main barriers preventing them from doing so, are a lack of confidence (34 per cent), fear of rejection (30 per cent), and feeling out of practice (26 per cent). Meanwhile, a third of Brits say they are more open to dating people outside of their norm, including age (46 per cent), gender (33 per cent) and location (45 per cent).

And while recovering from heartbreak isn't something that happens overnight. 31 per cent¹ of the survey respondents admit that their past relationship has helped them understand what they truly want in a future partner. In fact, 28 per cent of respondents¹ are looking to use dating apps to find their next connection.

Joanna Pons, Senior Marketing Director at Tinder, comments: "As Bridget Jones has shown us all, getting over a heartbreak is never easy - but with a little humour, a lot of self-love, and a leap of faith, it's possible to get back out there. We're excited to offer a helping hand by giving Bridget Jones' across the UK the opportunity to start their dating journey with a Tinder Gold subscription! Because who knows? Your next connection could be just a like away."

Paul Brunson, Tinder's Global Relationships Insight Expert, shares his four top tips on how to re-enter the dating scene after a heartbreak or a long relationship:

- 1. Take it one step at a time Don't rush into anything, start with low-pressure conversations and get comfortable with the idea of dating again. Reconnect with yourself and your own interests first dating shouldn't feel like a chore but more like an exciting opportunity to make new connections.
- 2. Define what you want After a breakup, it's easy to hold onto old baggage. So take a moment to reflect on what really matters to you this time around. And remember, your next relationship doesn't have to look like the last one.
- 3. Get comfortable with rejection Rejection is part of the online dating process. Don't take it personally, it's just a small part of finding someone who is right for you. Every 'no' you may encounter gets you closer to a 'yes', so brush it off and continue your journey on Tinder in making new connections.
- 4. Have fun, don't chase perfection Dating should be fun! Focus on enjoyment and connection rather than overanalysing every interaction. Think of it as a new adventure, stay curious and open-minded. Your next connection is right around the corner so don't give up just yet.

Bridget Jones: Mad About The Boy is in cinemas February 13th.

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## NOTE TO EDITOR

\*Giveaway is subject to availability. Terms and conditions apply. Entrants can visit @<u>TinderUK</u>Instagram for more information.

## ABOUT TINDER

Launched in 2012, Tinder® revolutionised how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfil a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, "It Starts with a Swipe™.

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