

TINDER IS HELPING REAL-LIFE BRIDGET JONES' REDISCOVER THE EXCITEMENT OF DATING





** 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)¹. 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)¹.

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 @TinderUK 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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