

The Bark & Spark: Tinder's First Pop-Up Pub Experience For Singles and Their Dogs to Date IRL

Tinder will bring dog owners and lovers together - once and fluff all - for a dating experience at pubs across the UK

LONDON (May 9, 2022) — This May, the world's most popular dating app, Tinder is launching a first of its kind pop-up pub experience, The Bark & Spark, to celebrate our dogs being our ultimate dating partner.

Dogs really do work their magic in helping single 'hoomans' charm their crush. Tinder members who feature their beloved pooch in their profile photos get their paws on 5% more matches. So it's no surprise that 29%* of people admit that they've added a picture with a dog to their dating profiles to improve their chances of success.

Dogs are so loved by young Brits, a huge 9 in 10 (91%)* have revealed that it's a deal-breaker if their dog doesn't like someone. So what could be better than bringing your dog on your Tinder date? Helping to make this even easier is the 'The Bark & Spark'.

The Bark & Spark is inviting dog owners and dog lovers to enjoy a first date on Tinder on **14th and 15th May**. Pubs taking part in this pop-up experience are:

- The Dog House, London
- The Dog and Partridge, Manchester
- Hare of the Dog, Edinburgh

And if you're pondering whether to bring your Sausage Dog or even rope in your mate's Frenchie for the date, it turns out that Huskies, closely followed by Golden Retrievers and German Shepherds are the most desirable furry four-legged friend for a potential match to have in tow.*

But first, head to the 'Animal Parent' tile in Explore** where you'll find animal lovers looking for a match.

Laura Wilkinson-Rea, Senior Director of Comms, UK at Tinder says: "It's clear that dogs are loved by Tinder members with 10%*** of our members including 'dog lover' as one of their Interests**** on their Tinder profile. That's why we're so excited to be bringing together dog lovers and their dates IRL by launching our first pop up pub experience, The Bark & Spark. Answering singletons calls for shared experiences and providing a low-pressure way to make real world connections, it really is a win for all four paws."

In support of 'our best friend' and wanting all dogs to belong to happy homes, Tinder is making a donation to leading animal welfare charity, Battersea, supporting the amazing work they do helping dogs and cats everywhere.

Not only are dogs considered to be amazing company (80%)*, but most can agree that they give great cuddles (59%*) too. What's not to love about dogs being the best dating companion!

NOTES TO EDITOR

For more information please email tinder@webershandwick.com

*This survey was conducted Opinium - survey of 1,000 UK adults (18-25 year olds)

**Explore is the new interactive space on Tinder, which gives Tinder members the opportunity to view other Tinder profiles by interest such as 'Gamers', 'Social Causes', 'Animal Parents'. Explore provides Tinder members with new ways of connecting using a growing list of shared social experiences, including Hot Takes, Vibes, Swipe Night, Music Mode and now Blind Date.

***Tinder internal data May 2022

****Tinder introduced Interests to offer members a new way to share more about themselves. Members can add up to five Interests to their profile, creating a better matching experience by connecting over common Interests.

[Tinder UK newsroom](#)

Additional assets available online: [Photos \(10\)](#)

<https://uk.tinderpressroom.com/The-Bark-Spark-Tinders-First-Pop-Up-Pub-Experience-For-Singles-and-Their-Dogs-to-Date-IRL>