

Swipe Season is Open. Tinder Beats Blue Monday with Swipeable Motivational Quotes

London, 13th January, 2020 - Blue Monday (Jan 20th) is well-known as the saddest day of the year. This Monday is particularly 'blue' because it's when we've all had a bit too much of the cold, darkness and the count-down to payday is on. But this up-coming Monday, Tinder, the world's leading app for meeting new people, is here to help its members feel more positive.

To get over this Blue Monday, Tinder members will be served Positive Affirmation Swipe Cards, which they'll see in between potential matches. And talking about matches, this period of the year is actually what Tinder calls the Swipe Season. Tinder has found that it's actually a time of peak activity on the app, with activity reaching an all-time high **between January 5th and February 13th**.

This behaviour is seen across the world, with the total number of matches worldwide during Swipe Season 2019 was more than **40 million higher on average**.

So, this January, there's no better time than now to beat the blues and join the community, who are using Tinder to help make their single lifestyles easier, simpler and more fun. Each Positive Affirmation aims to make Tinder members feel positive and encourage them to tap into their self-love and embrace the epic journey of being single.

The Positive Affirmation Swipe Cards will be available to users in The UK, Germany, Spain, Italy, France and Sweden on Monday 20th January.

About Tinder:

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. It has been downloaded more than 340 million times and is available in 190 countries and 40+ languages. As of Q3 2019, Tinder had nearly 5.7 million subscribers and was the highest grossing non-gaming app globally.

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<https://uk.tinderpressroom.com/news?item=122512>