

Tinder announces Munroe Bergdorf as its first Empowerment Ambassador

Munroe will support Tinder's ongoing mission to foster an inclusive and authentic dating experience

Tinder welcomes Munroe Bergdorf as its [first] Empowerment Ambassador. Munroe is a trailblazing model, author, and activist known for her advocacy for transgender rights and the rights of marginalised communities. In partnership with Tinder, Munroe will highlight the power of authenticity and embracing your true self when building meaningful connections. As an influential voice, Munroe will bring her expertise and insights to support a number of Tinder's initiatives and campaigns.

18 to 30-year-olds make up almost 60% of Tinder users and are regarded to be the most fluid generation - challenging stereotypes and traditional gender and sexuality norms. With almost 7 billion LGBTQIA+ Tinder matches to date and a 66% increase in queer matches over the past year, Tinder is committed to creating a safe and respectful environment for all Tinder users. Tinder's partnership with Munroe Bergdorf, and her clear stance on being 'unapologetically you', aims to further amplify Tinder as a place where you can find 'your people' and be your true self.

"I truly believe in Tinder's mission to inspire real connections and its dedication to inclusivity and authenticity," said Munroe Bergdorf. "I'm delighted to partner with Tinder and encourage users to embrace their true selves."

"A new relationship starts every three seconds, thanks to Tinder. Helping people to be their true selves is crucial and no one embraces this more than Munroe Bergdorf," says Tinder's Senior Marketing Director for Northern Europe, Joanna Pons. "Munroe is a powerful advocate for authenticity, inclusivity, and the rights of marginalised communities. Tinder's partnership with Munroe is a natural fit as we continue to support and uplift our diverse user base."

Munroe kicks off her role with the launch of her first Tinder campaign 'Unapologetically You'. Aiming to inspire and celebrate all singles, the creative shoot features Tinder users, showcasing the diversity and authenticity that reflects Tinder's community. Munroe will also be involved in speaking engagements, panel discussions, as well as participating in other Tinder initiatives and campaigns to reinforce the message of empowerment and self-love.

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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 97 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™".

Tinder is a registered trademark of Tinder LLC.

About Munroe Bergdorf

Munroe Bergdorf is an internationally renowned activist, model, writer and broadcaster. Appointed as British Vogue Contributing Editor in 2022, UN Women Changemaker since 2019. She has also spoken at international institutions from Oxford University to the United Nations Headquarters.

Munroe's media career to date includes bylines and editing roles such as LGBTQIA+ editor at Dazed Beauty, plus writing credits across British Vogue, Grazia, i-D, Evening Standard and The Guardian.

Additional assets available online:  [Photos \(1\)](#)

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