

## Tinder Couples Up With Love Island For Summer 2021

*For The First Time Ever, Tinder Members Can Apply*

*To Be On The Upcoming Season*

**March 2021, London** - For the first time ever, Tinder members can apply for Love Island via Tinder, the world's most popular dating app. If selected, they will be added to a 'Priority List' and guaranteed to be seen by the casting team - one stage closer to heading to the villa, and cosying up by the Love Island pool!

From the 22nd March, singletons on Tinder can apply for this summer's series by making just one Swipe Right in-app, making their Tinder profile the first audition.

Swipe Cards will appear in between Tinder members' stack of potential matches - so all they need to do is Swipe Right on the Swipe Card and their official Tinder profile will be submitted to the Tinder team for review and verification.

If the Tinder profile is then selected by the Tinder team, Love Island hopefuls will be contacted via email by Tinder. The email will ask for confirmation of details, and as soon as these are completed and returned, the Tinder member will be added to a prioritised list for the Love Island casting team.

Tinder members are clearly big fans of the show. Mentions of 'Love Island' in Tinder bios increased by 30% between the first episode in Jan 2020 and the final episode in the following month. For those Tinder members who fancy dusting down their passport and giving themselves a chance of heading to the villa for some Summer loving, here are Tinder and Love Island's five top tips to get their profile noticed:

1. **TRUST IN YOUR SAUCE** - When applying for the show be authentic; show off your unique personality by creating a bio that gives us the insight into the real you.
2. **IT'S ALL ABOUT YOU** - Make sure you upload pictures that best represent you. And by you we mean just you! Ditch the group shots and go solo in front of the camera.
3. **GOOD VIBES** - Show off what you love to do in your spare time by telling us about your hobbies and interests, add in your Spotify anthems and generally a bit more about you.
4. **LAY IT ON FACTOR 50** - The more you tell us, the more likely you are to get noticed. Make sure you select your 'passions' in your profile.
5. **SERIOUSLY SINGLE** - We need to see that you've been looking for love on Tinder. Have you matched on Tinder recently? If not, get on the app!

Renate Nyborg, EMEA General Manager at Tinder, said: "Bringing together the world's most popular dating app and an iconic dating show is the perfect match! Tinder has the UK's widest and most diverse community of singletons, so as this long-awaited dating season heats up, being on Tinder can change everything... Whether that's sparking new connections, or kicking off your journey to the Love Island villa!"

Simon Daglish, ITV Deputy Managing Director, Commercial, said: "We love when brands like Tinder couple up with our programmes and it's a perfect partner for the hugely anticipated return of Love Island this summer. This is the first time we've worked with a dating app in this way and I'm sure Tinder members will be excited to get involved with the show."

This kicks off a broader commercial partnership. Tinder will have access to ex-islanders, including exit interviews. These interviews will form a series of content titled 'Tinder calling' and will be available on Love Island's YouTube channel as well as other digital and social platforms.

The partnership will also be supported with ad spots including display ads on ITV.com and ITV.com/loveisland and ITV Hub takeovers and digital ads on VOD. Tinder will run sponsored content across all of Love Island's social channels as well as sponsored content on the Love Island app.

And for those on Tinder, Love Island in-app experiences will be revealed when the show begins.

### **Notes to Editors:**

Press enquiries: [Tinder@webershandwick.com](mailto:Tinder@webershandwick.com)

Tinder x Love Island [Swipe Card](#) - requires device or computer to be logged into member's Tinder account

### **About Tinder:**

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest grossing non-gaming app globally. It's been downloaded more than 430 million times and led to 60+ billion matches.

\*Swipe, Swipe Right, Tinder, and the flame logo are registered trademarks of Match Group, LLC.

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

<https://uk.tinderpressroom.com/news?item=122510>