

TINDER TEAM UP WITH RUNNA TO LAUNCH A FREE RUN CLUB SERIES, TINDER X RUNNA: 'SOLEMATES'

A series of 5k runs taking place across London from 12th June 2024 to help singles find a connection that goes the distance









LONDON, 4 June, 2024 - Tinder, the world's most popular dating app, and personalised running coaching app, Runna have coupled up to launch the **SoleMates Run Clubs**, a series of free runs hitting the streets of London from 12th June 2024.

Responding to the growing popularity of activity-based dating and with 'running' trending as one of the top Tinder profile tagged Interests, singles across the UK's capital will be able to get feet and hearts racing at one of Tinder and Runna's SoleMates sessions.

Love at first run

Designed to bring singles together for a fun IRL dating experience, SoleMates Run Clubs will take place across three weeks in June and July at different Central London locations. Each session will consist of a 5k run led by Runna kept at a casual, chatty pace to help attendees either meet new, like-minded people, or flirt with a Tinder match over a shared interest.

The capital's Tinder users will be the first in the know, with the SoleMates Run Clubs being promoted in the app via a 'Swipe Card' taking users directly to the booking facility. Suitable for a range of abilities, SoleMates Run Clubs welcomes all runners, from those who have never been running before to those who do so every week.

Get set, date

Those attending the runs solo without a Tinder match will be paired with like-minded runners based on previous running experience to ensure potential Tinder matches have the chance to chat as they run and explore personalities as well as pace.

At the finish line, runners will be hosted at a post-run social where they'll have the opportunity to get to know the people they ran with that little bit better, seeing if the spark truly is there over drinks and nibbles (plus some co-branded goody giveaways too).

The SoleMates Run Clubs will take place on:

- **Wednesday 12 June, 2024 - Clapham Common. Meet-up location: The Stonhouse** (165 Stonhouse Street London SW4 6BJ), 6pm arrival for a 6:30pm kick-off
- **Wednesday 26 June, 2024 - Regents Park. Meet-up location: The Edinboro Castle** (57 Mornington Terrace London NW1 7RU), 6pm arrival for a 6:30pm kick-off
- **Wednesday 17 July, 2024, Location TBC**, 6pm arrival for a 6:30pm kick-off (location to be confirmed nearer the time)

Laura Wilkinson-Rea, Senior Communications Director from Tinder comments: *"With the nights getting longer, and many young singles ditching the classic dinner date,*

the SoleMates Run Clubs allow young singles to enjoy an IRL date with a difference. What is guaranteed is that heart rates will rise."

Ben Parker, Co-Founder & Head Coach at Runna added: *"It's been incredible to see the love for running spread across London, with so many amazing new run clubs, enriching local communities. With our passion for running, we are thrilled to be teaming up with Tinder for the SoleMates Run Clubs and can't wait to welcome runners down to the event and hopefully help build some great new connections!"*

Runners looking for a SoleMate can book onto the first SoleMates Run Club session [here](#) and the second session [here](#).

- ENDS -

Notes to Editors:

For each run session, attendee participation is limited and subject to availability. The SoleMates Run Club sessions are open to over 18s only. T&Cs apply.

About Tinder

Launched in 2012, Tinder is the world's most popular dating app and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all members are 18-25 years old. In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company. Tinder is a registered trademark of Match Group, LLC.

About Runna

Runna is your personal running coach with tailored plans to achieve your goals, whether you're aiming for a faster 5k or your first marathon. We go the extra mile in helping you develop every aspect of your running including:

- 5* rated personalised training plans that sync with your favourite fitness devices
- Holistic coaching including strength, nutrition and injury management advice
- Support from our global in-app community and world-class coaching team

<https://uk.tinderpressroom.com/solemates-run-club>