Tinder Wins Entertainment Grand Prix for Swipe Night at Cannes Festival 2021

LOS ANGELES, CA. June 25, 2021 - Tinder's wildly successful Swipe Night experience won the company's first-ever Entertainment Grand Prix at the 2021 Cannes Lions festival. This award recognizes creativity that goes beyond branded content to create authentic entertainment that impacts culture. More than 20 million Tinder members around the world participated in the inaugural Swipe Night experience, which led to a 26% increase in matches.*

Swipe Night is a first-person, interactive experience where Tinder members can swipe at key points to move the story forward and see where it takes them. Their choices dictate more than just the story; they also impact who they match with and what they might chat about once the epic journey ends.

This award follows recognition for Tinder as one ofFast Company's Most Innovative Companies of the Year in 2020for Swipe Night.

*26% increase in matches compared to a typical Sunday night