

## TINDER PARTNERS WITH HUMAN RIGHTS CAMPAIGN TO ‘COME OUT AGAINST HATE’

### New Campaign Offers Users Essential Coming Out Resources and Rallies Allies Against Anti-LGBTQ+ Hate

**LOS ANGELES, Calif. (Oct. 9, 2023)**— For the past decade, Tinder has been a safe space for the queer community to come out, offering users a way to explore their preferences and meet new people online before they feel comfortable making those connections out in the real world. In fact, a recent study conducted around Tinder’s latest [Future of Dating Report](#) found that over half (54%) of young LGBTQ+ singles say they were out on a dating app, before they were to friends and family.<sup>1</sup>

In honor of National Coming Out Day (Oct. 11th), Tinder is partnering with the [Human Rights Campaign \(HRC\)](#), the nation’s largest lesbian, gay, bisexual, transgender, and queer (LGBTQ+) civil rights organization, to continue supporting and celebrating these users’ coming out journeys. During the week of National Coming Out Day, Tinder will provide users direct in-app access to HRC’s [Coming Out Center](#), which contains resources and guides for coming out and living openly at home, at work and in your community. Additionally, both LGBTQ+ users and allies will be able to learn more about HRC’s “Come Out Against Hate” campaign and pledge their support.

“We know many within the LGBTQ+ community come out on Tinder first. Tinder has always been an inclusive place and we are proud to play a role in our users’ path to living authentically, on and off the app,” says Stephanie Danzi, Senior Vice President of Global Marketing at Tinder. “This partnership with Human Rights Campaign creates an incredible opportunity to empower our LGBTQ+ users with helpful resources while educating their allies on the importance of creating safe spaces for self-expression.”

HRC’s “Come Out Against Hate” campaign encourages the LGBTQ+ people and allies to join a pledge of support, and unite in calling out hate every time they see it, so that everyone, everywhere can feel safe.

“National Coming Out Day has always been about embracing and loving who you are, but it’s also about making sure LGBTQ+ people have the support and community they need wherever they are on their individual journeys. We’re thrilled to partner with Tinder in providing resources to do just that,” said RaShawn “Shawnie” Hawkins, Human Rights Campaign’s Senior Director of Workplace Equality. “The idea of being out in both everyday life and online can be scary, even unsafe, for many. It’s imperative that we meet LGBTQ+ people where they are in these online spaces so they can feel a sense of community and support. One of the ways we can all ensure that LGBTQ+ people feel safe is by signing onto HRC’s ‘Come Out Against Hate’ campaign. We’re in a [state of emergency](#) – our community today faces historic levels of anti-LGBTQ+ rhetoric, legislation and physical violence. But we’re stronger when we unite with allies to call out hate wherever and whenever we see it.”

LGBTQ+ users are the fastest growing population on Tinder, with those aged 18-25 having more than doubled on the app in the last two years.<sup>2</sup> The support of this flourishing community has driven previous initiatives like the introduction of [My First Pride](#) profile stickers, to help users connect and find community ahead of their first pride experience; and [a previous partnership with HRC](#) calling for an end to the “blood ban” imposed on men who have sex with men.

Tinder users will see in-app notifications promoting the Human Rights Campaign’s Coming Out Center resources and “Come Out Against Hate” pledge throughout the week of National Coming Out Day, October 9th through the 13th.

#### About Tinder

Launched in 2012, Tinder is the world’s most popular app for meeting new people 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.

#### About the Human Rights Campaign

The Human Rights Campaign is America’s largest civil rights organization working to achieve equality for lesbian, gay,

bisexual, transgender and queer (LGBTQ+) people. HRC envisions a world where LGBTQ+ people are embraced as full members of society at home, at work and in every community.

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<sup>1</sup> A study of 1,000 18-25 year-old actively dating singles in the US, UK, Australia and Canada between Jan 21, 2023 and Feb 7, 2023 conducted by OnePoll on behalf of Tinder

<sup>2</sup> Internal Tinder data Aug -Sept 2022.

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

<https://ca.tinderpressroom.com/2023-10-09-TINDER-PARTNERS-WITH-HUMAN-RIGHTS-CAMPAIGN-TO-COME-OUT-AGAINST-HATE>