## Bots Rejected by Tinder Turn to Music in the Wake of Heartbreak By Releasing "Bot Ballads"

Breakup anthems celebrate a new era of real connections thanks to Tinder Face Check™

**TORONTO (July 14, 2025)** — Tinder has officially broken up with bots in Canada and like any heartbroken ex, the bots turned to music to cope. The result? **Bot Ballads**, an EP of bot breakup songs expressing emotions only humans can relate to — from the voice of the very bots that got kicked off the app.

The album drop follows the launch of <u>Tinder Face Check™</u>, an industry-first solution that requires active users to complete a video selfie, helping confirm they're real, live humans—not bots or imposters.

**Bot Ballads** is a 6-track EP inspired by the most iconic breakup genres — from 80s power ballads, to sad-sultry 90s R&B, Gen Z pop punk, and yes, even screamo. The songs are what happens when cold code tries (and fails) to process human emotion, resulting in surprisingly relatable (and catchy) breakup bops.

Each track tells the story of a digital being struggling to come to terms with rejection from a very human dating platform. The tracklist includes:

- 1. Didn't Know I had a Heart... Until You Broke It
- 2. You Ctrl Alt Deleted Me
- 3. Screaming in Code You'll Never Read
- 4. Left My Love Buffering
- 5. Love Bytes
- 6. Love's a Glitch

While the bots might've failed Tinder Face Check<sup>TM</sup>, they've definitely passed sound check.

And for all the real humans out there, hidden in the lyrics of each track is an exclusive promo code for a free week of Tinder Gold™. No glitches here, just real possibilities. Quantities are limited and available on a first-come, first-serve basis. Must be 18+ & a resident of Canada. See **HERE** for Tinder Voucher Terms.

Tinder Face Check™ is now live in Canada (excluding Quebec), giving Canadian singles a stronger first line of defense in the dating app world.

Bot Ballads begin streaming on **Spotify** on July 14, 2025. Listen **HERE**.

## About Tinder

Launched in 2012, Tinder® revolutionized how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfill a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 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™.

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