

Tinder and Megan Thee Stallion Partner to Challenge Members to Flaunt Their Authenticity

New Campaign Celebrates Member's Most Authentic and Inspiring Bios with \$1 Million

Los Angeles - December 9, 2020 - Being yourself when dating and meeting new people has never been easy, but 2020 took that to a whole new level. In fact, a recent Tinder study found that 57% of its members want to show *even more* of their authentic selves on Tinder. That's why Tinder is partnering with Megan Thee Stallion to launch the Put Yourself Out There Challenge (#PYOTChallenge) to actively promote a culture of authenticity on Tinder. Each member can submit their profile that displays their personality, creativity and real self for an opportunity to win \$10,000 USD (\$1 million USD in total) to pursue their passions.

As the face of the campaign, Meg will give members the tools they need to boost their confidence and serve as their Hot Girl Coach. As someone who made it to the top by fearlessly being herself, she'll share affirmations and mantras that help her center authenticity in everything she does and show Tinder members that being yourself is all you need to be a "hottie."

"I want everyone to be comfortable sharing their authentic self online. That's why I'm partnering with Tinder to give away \$1 MILLION to celebrate the people who are putting themselves out there in a real way," said Megan Thee Stallion. "By celebrating those who are already doing the hard work, we want to encourage more people to feel confident in who they are."

"It's been a challenging year, but we still see our members showing up with their next-level humor, creativity and honesty in their bios. For those who are having a harder time putting themselves out there, we want to give them an extra boost of confidence and that's why we're bringing some of the most important voices in culture to help support them," said Nicole Parlapiano, VP of Marketing - North America at Tinder. "I'm so thrilled to be partnering with Megan Thee Stallion, one of the hottest stars on the planet, to launch the #PYOTChallenge. Her career is a testament to where putting yourself out there can take you."

A crew of creators, who've made putting themselves out there a daily practice, will join Meg to help select the most inspiring profiles and coach members on how they bring their authentic selves to their Tinder bios. Over the next few weeks [Noah Beck](#), [Tayler Holder](#), [Kati Morton](#), [Hannah Witton](#), [Kelianne Stankus](#), [Dexrated](#) and more will share tips, personal stories and act as cheerleaders for Tinder members. They'll speak to some of the hurdles members may face on the road to presenting their authentic selves, share personal anecdotes of their journey to becoming unapologetically themselves and stir up confidence in members who need a boost.

And with this challenge, it *literally* pays to be yourself. The #PYOTChallenge asks Tinder members to share a bio that reflects who they really are, and some will have their public displays of vulnerability rewarded with cold hard cash. 100 people will be recognized with \$10,000 each to pursue their passions, whether that's paying off student loans or starting a side hustle. Knowing there's no one way to put yourself out there, profiles will be evaluated in categories like most personality, most creative, most inspirational, most original and most real.

Submissions must be received by December 31, 2020 and are limited to residents of the U.S. and Canada (except Quebec); members must be 18+ years of age. The most inspiring bios will be announced January 17, 2021. For more information and official competition rules, visit tinder.com/c/pyot.

<https://ca.tinderpressroom.com/Put-Yourself-Out-There>