

UK Tinder users urged to donate organs

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US dating app Tinder is teaming up with Britain's National Health Service (NHS) to raise awareness among the young about organ donation, it said Monday.

Romance-seekers swiping on some profiles will be prompted to sign up to the NHS organ donor register.

After swiping, users will receive a message reading: "If only it was that easy for those in need of a life-saving organ to find a match."

As part of the campaign, artificial profiles have also been created for Olympic medallist Jade Jones and soap stars Jamie Laing and Gemma Oaten.

"With the help of these bespoke profiles on Tinder, we'll grab people's attention and throw a spotlight on the importance of [organ donation](#)," said Sally Johnson, NHS director of Organ Donation and Transplantation.

"Joining the register takes only a couple of minutes—about the same amount of time as a few swipes on Tinder."

Around 7,000 people are currently on the transplant waiting list in Britain.

"Tinder users regularly make the decision to swipe left or right wondering whether someone may be the person they are looking for,"

added Hermion Way, Tinder's head of European communications.

"While those swiping decisions are important and could be the first step to a successful relationship, we hope that the NHS [profiles](#)... will encourage people to make and act upon a different decision too—to sign up as an organ donor."

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