



**PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS**

**Australia**

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Dear Mr Rad,

I hope this letter finds you well. We at PETA have a simple request that would not only improve the Tinder experience for everyone but also actually help save lives.

While most of us are on Tinder to find a soulmate or a date, appearing on the app isn't fun for everyone. What might, at first swipe, look like a harmless picture actually means that someone was caged, dominated, and tied down or drugged before their photo was taken and uploaded online. If this happened to one of your users on a Tinder date, you'd block the profile of the person responsible immediately. Unfortunately, this is the reality for tigers, lions, and other big cats who are featured in an alarming number of Tinder profile photos.

Baby tigers and other animals used at photo attractions are typically torn away from their distraught mothers when they're just days old and then subjected to extreme stress and physical abuse. Once they've grown larger and are too dangerous to handle, they end up being locked away in cages or heavily sedated.

Not only are these types of photos cruel to animals, unaware Tinderlings might also mistake them for cute, harmless pictures and be prompted to take part in this abusive industry themselves. The problem is so great that there are entire blogs dedicated to "Tigers of Tinder" and "Tinder guys with Tigers."

With International Tiger Day just around the corner, now is the perfect time to help protect pussies by banning the most selfish selfie of all. By taking the tiger stripes out of swipes, you'll be sending a message to the Tinder community that in modern-day matchmaking, cruelty to animals should never be on offer.

Warm regards,

Ashley Fruno  
Associate Director of Campaigns  
PETA Australia

**Affiliates:**

- PETA US
- PETA Asia
- PETA India
- PETA Germany
- PETA Netherlands
- PETA Foundation (UK)