Invite your crush anonymously to the dating app for open-minded humans, Feeld

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FOR IMMEDIATE RELEASE

LONDON, 13 February, Dating app for open-minded singles and couple, Feeld, has launched a unique referral campaign - 'Invite your Crush'. In-app and on the web, the feature **allows anyone to send an anonymous invitation to their crush to join Feeld.**
With Valentine's day around the corner, the feature aims to enable singles and couple to subtly connect with the human(s) they desire.

Invite Your Crush is available globally for all Feeld users and anyone not yet on the app. The only requirement is to have a crush's phone number or e-mail. The invitation is completely anonymous – the sender is identified as 'Feeld Admirer'. If the invitation is accepted and the search settings are in sync for both users, they should be able to see each other in Discover and connect if the feelings are mutual.

The idea for the anonymous invitation comes from founder and CEO, Dimo Trifonov, who comments: *'We received a lot of mixed reactions with the Feeld Slack Bot, so I wanted to find a way to give everyone, even the shyest humans, a way to be bold and pursue their desires without feeling exposed.'*

In 2017, Feeld launched Feeld Slack Bot, the first dating bot, as seen in The Atlantic, The Verge and The Washington Post, which allowed for colleagues to confess their crush to the bot. If mutual, the bot announces that, if not, it stays a secret.

'Invite your crush' takes the same idea to any circumstance, at work or university, just out of curiosity, or as a Valentine's invitation.

Campaign assets

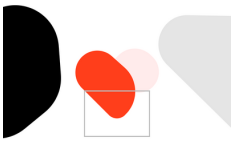
Feeld Assets

More about Feeld

Feeld is where the open-minded and curious come together. The first dating app for couples as well as singles, it allows members to join solo or pair up with a partner, a lover or a curious friend. Open to all genders and sexual identities, Feeld is dedicated to creating an inclusive space where everyone can be honest with themselves while being responsible towards others. Founded in London in 2014, Feeld is a fully remote, design-led company built upon an ethos of transparency and openness.

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