



# EXP. IRY / DATES

## Defeating food waste one date at a time.

### CAMPAIGN SUMMARY /

Expiry Dates is a collaborative initiative between Second Harvest and Tinder that connects compatible singles and raises awareness about food waste in Canada during their dates.

### CREATIVE INSIGHT /

Millennials want to go on dates for the right reasons. More than that, they want to find a partner who they can connect with in shared values.

### SOLUTION /

We'll team up with Tinder to sponsor dates for eco-conscious Canadian singles. Throughout Earth Month, Tinder users can display a Second Harvest badge on their profile, symbolizing their commitment to reducing food waste. Matched users will share an "Expiry Date" at local restaurants partnered with Second Harvest and enjoy meals crafted from exclusively rescued ingredients. This initiative not only champions a crucial cause but may also spark a sustainable relationship, proving that just like food, love knows no expiration.

### HOW IT WORKS /

By connecting individuals who share concerns about food waste in Canada, we not only deepen their understanding of the issue, but also incentivize them to spread our message to others, especially those who are seeking a partner with similar sustainable standards.

We'll also contribute to Second Harvest's mission by donating a portion of each Expiry Date bill. Not only will the bill be discounted by 60%, representing the staggering amount of food wasted annually in Canada, but our partner restaurants will also allocate half of the payment to support Second Harvest's efforts in education and advocacy for meaningful change.

EXP. IRY  
/ DATER





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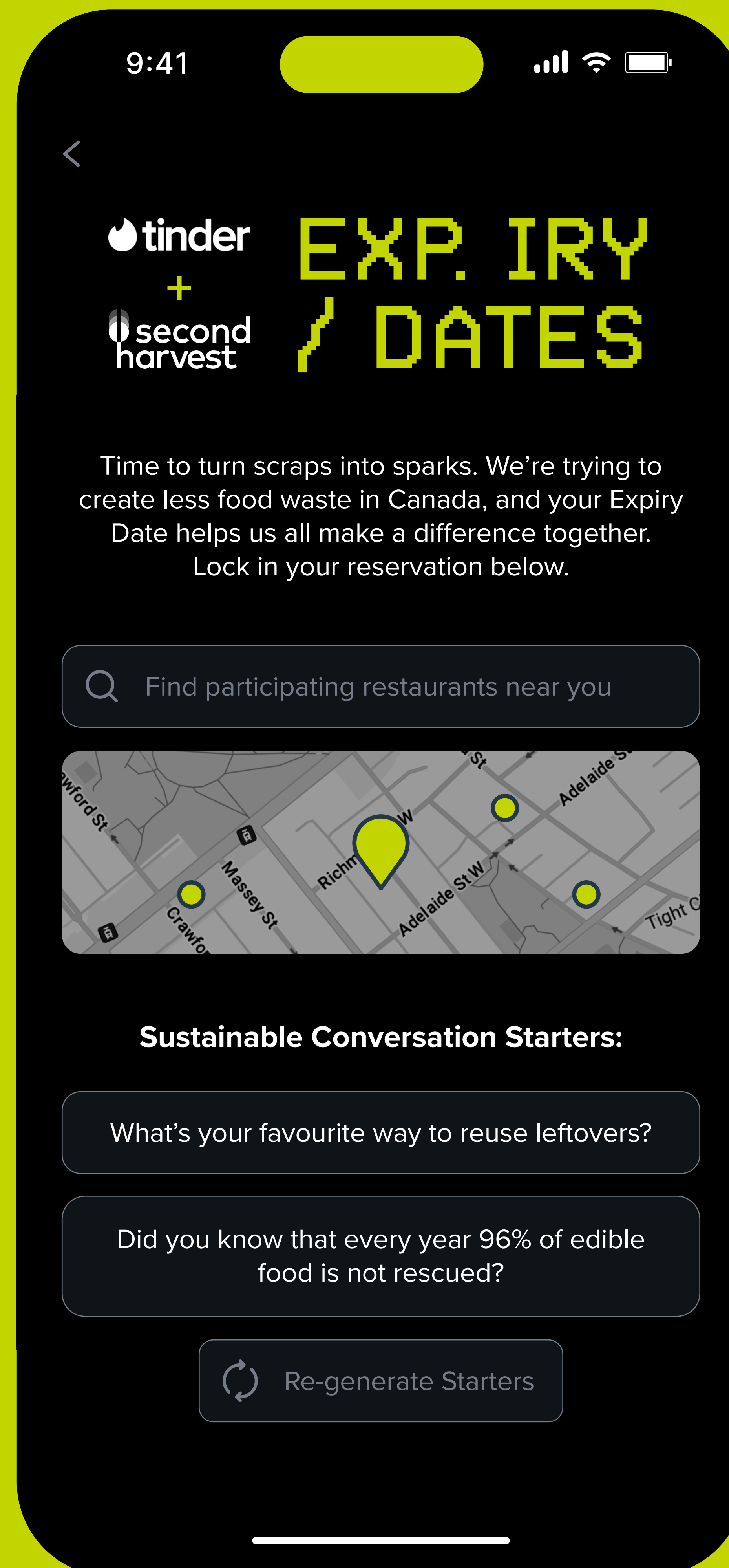
**Toby 28**   
“ Native Torontonian who is passionate about 80s movies, Raptors basketball, and taking care of Mother Earth.

### 01 /

Tinder users can choose to opt-in to Expiry Dates by displaying a badge on their profile. Once two Expiry Daters match, they'll be encouraged to set up their date together.

### 02 /

Users can make a dinner reservation on the Expiry Dates page in the Tinder app. They can also find conversation starters focused on food waste and its impact on Canada so that once they meet, they can dig right into the good (and excess) stuff.



**jess.jpg** A first date where I can meet my match and raise money to help combat food waste by simply eating? Sign me up! #ExpiryDate

