**Discover the Storyland fairy tale world at Lidl!**

**This Christmas, young and old will be taken away by the magic of fairy tales by Carmen Rouggeri.**

As of **Monday 2.11**, the new Storyland heroes will arrive at the 18 Lidl Cyprus stores in order to make this Christmas even more... Magical!

**Santa Claus**, the **Fir Tree**, the **Snowman**, the **Elf** and the **Reindeer** tell the most fascinating fairy tales with Carmen Rouggeri’s voice. The ‘surprise’ figure, **Mrs. Santa**, will give young and old the opportunity to record their own story.

**Every time you shop over €30**, you will receive a sticker from the cashier in our stores, in order to get your very own new Storyland figurine. By collecting **8 stickers** on the special card, one of the Storyland figurines will be yours!

At the same time, we give you the opportunity to listen to all the fairy tales on a **special speaker** that you will find in our stores for the price of €12,99.

Did you collect all the Storyland figures?

Save your collection in the magical **Storyland album**, for only €1,99!

Find out more on [www.lidl.com.cy/Storyland](http://www.lidl.com.cy/Storyland)

**Find out more here:**

**For journalists**

Press office

[Press portal](https://corporate.lidl.com.cy)

[press@lidl.com.cy](mailto:press@lidl.com.cy)

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**About Lidl**

As a member of the group, Lidl Cyprus currently has 18 stores as well as a state-of-the-art distribution centre and employs more than 600 employees. Lidl, as a member of the Neckarsulm-based Schwarz Group, is one of the leading companies in the food retail industry in Germany and Europe. Lidl is represented in 32 countries around the world and currently operates 10,800 stores and more than 160 distribution centres in 29 countries worldwide. Lidl currently employs approximately 287,000 people. According to LZ Retailytics, the Schwarz Group (Kaufland, Lidl) is the largest food retailer in Europe. For the financial year of 2018, it generated sales of 104.3 billion.