Larnaca, 12April 2022

**Lidl Cyprus actively supports the Cyprus Red Cross for the 9th consecutive year upgrading First Aid teams.**

**Faithful to its values as a company, Lidl Cyprus is committed to actively support the local community and especially during the current difficult period that humanity is facing around the world.** Daily, children and their families are need support from Cyprus Red Cross teams.

Specifically, from Friday March 7 to April 24 or until stocks last**, with the purchase of every Favorina product**, Lidl Cyprus will donate €0.35 **towards supporting the upgrade of Cyprus Red Cross equipment and First Aid teams across the island.**

The Cyprus Red Cross and its trained First Aid instructors, who are specialised in Emergency First Aid by the Norwegian Red Cross, apply innovative, best practices and up-to-date techniques. The amount that will be collected from the action in Lidl Cyprus’ 18 branches will be allocated towards upgrading techniques for emergency cases all over Cyprus. Within the framework of its corporate responsibility program, Lidl Cyprus strengthens its long-standing ties with the Cyprus Red Cross by supporting the work of the organisation, according to its needs during a specific period, looking towards a better tomorrow.

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