Larnaca, 20/09/2024

**The 5th Lidl Wellness Camp was held with great success**

**For another year Lidl Cyprus hosted children and adults alike in a unique two-day health and wellness experience.**

Continuing its tradition of promoting and strengthening a healthy lifestyle, Lidl Cyprus welcomed more than 250 participants of all ages to this year's **Lidl Wellness Camp**. The 5th two-day health and wellness camp was held at the picturesque **Rodon Mount Hotel & Resort** in the beautiful and green village of **Agros**, on the weekend of **September 14-15, 2024**.

Once again, this year, the camp took place under the auspices of the Ministry of Agriculture, Rural Development and Environment, the Cyprus National Commission for UNESCO and the Dietetic and Nutrition Association of Cyprus, within the context of World Food Day, which is usually celebrated every year on October 16. The purpose of the two-day event was to equip participants with the necessary tools and knowledge to fit healthier habits into their lives, combining entertainment with education in one of the most beautiful landscapes of Cyprus.

At the beginning of the two-day event, **Mr. Vasilis Lagogiannis, General Manager of Lidl Cyprus**, welcomed participants characteristically mentioned: *"At Lidl Cyprus, we are forever committed to a vision that goes beyond simple retail and focuses on creating sustainable solutions for our society. Responsibility towards the environment and the promotion of a healthier and more sustainable lifestyle are key pillars of our philosophy. The Wellness Camp is a reflection of our vision ‘on the road to a better tomorrow' and at the same time depicts our sincere commitment to the overall health of our customers, which extends beyond providing high quality products, to fostering an environment where they are encouraged and healthy lifestyle choices are facilitated,"* he added.

In his own greeting on behalf of the **Ministry of Agriculture, Rural Development and Environment**, **Andreas Grigoriou, Permanent Secretary of the Ministry of Agriculture, Rural Development and Environment** *"Lidl Cyprus has a pioneering sustainability policy and places on the market certified products that make a major contribution to food safety. In addition, the company sets quantitative targets in relation to reducing the environmental footprint of its products, raising the bar even higher." "I congratulate Lidl Cyprus for its pro-environmental policy as well as for the initiative to organise the Lidl Wellness Camp for the fifth consecutive year."*

The connection and joint mission of the Lidl Wellness Camp and the Cyprus National Commission for UNESCO was expressed by **Thekla Papantoniou, Official Representative of the Cyprus National Commission for UNESCO** who stressed *“As a United Nations Organization, UNESCO has a core mission to bring people together, through Education, Science and Culture, creating conditions for peaceful coexistence. The journey to peace however starts from within us, in our daily life, through our efforts to become the best version of ourselves, cultivate empathy in our relationships with others and work together to bring about positive changes in our communities. Somewhere here, our mission converges with Lidl Cyprus’ programme of this two-day holistic approach to health. It is important to remember that nutrition is also culture. "*

**Dr. Eleni Andreou Georgaki, President of the Dietetic and Nutrition Association of Cyprus** also gave her own greeting *"Lidl Cyprus, with its initiative to organise the Wellness Camp, shows the way for how businesses can contribute positively to the health and well-being of their customers. The collaboration with scientific bodies, such as the Cyprus Association of Dietitians and Nutritionists, ensures that the information and practices promoted are based on scientific data and are for the benefit of society."*

The rich two-day programme was undertaken by 12 distinguished professionals who, through a series of presentations and interactive activities, offered their profound knowledge and longstanding experience, laying the groundwork for a healthier and more sustainable lifestyle. At the same time, young campers had the opportunity to join the "School of the Forest", an original and interesting programme, with activities that emphasised education through play and contact with nature, strengthening their connection with the environment.

The 5th Lidl Wellness Camp was materialised with complete success and managed to leave an indelible mark of well-being and health on participants, highlighting the need to adopt new habits and attitudes for a healthier and more sustainable lifestyle. The success of the event underlined Lidl Cyprus’ continuous commitment, as one of the largest food sale companies, in promoting wellness and healthy eating habits as key ingredients for a quality lifestyle.

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