Larnaca, 12/11/2024

**Magical Christmas with Lidl - the Lidl Christmas movie**

**In collaboration with Oscar-winning director Tom Hooper, agency BBDO and production company BWGTBILD, Lidl is launching an emotional Christmas film for its 2024 Christmas campaign.**

Every year, **Lidl's Christmas campaign** reinforces its position as the go-to partner for a magical holiday season, offering a diverse product range and celebrating the spirit of sharing. What if all our wishes came true? What would we wish for? This year's Christmas campaign deals with this question. **Lidl** shows a family experiencing how wishes magically come true over Christmas dinner. And while everyone fulfills their own wishes and has a merry time, the protagonist - a little girl - makes a very **special**, **selfless wish come true**, sparking the **true magic of Christmas**.

Together with BBDO and BWGTBILD, British-Australian director Tom Hooper has brought these messages together in an emotional Christmas film for Lidl.

**Wishes come true with the Lidl Christmas world**

Spending time with the family, cooking and playing together, doing good for others - the Christmas season has a very **special magic**. Under the motto **“Wishes come true”**, the 2024 Christmas campaign and the accompanying Lidl Christmas film are once again all about sharing and **spending time with loved ones**.

With this year's Christmas campaign, Lidl also offers the perfect stage for its products, but at the same time goes one step further and shows in a very emotional way that small gestures can trigger something very big: Because it is only through the magic of sharing that wishes come true.

As a reliable partner, Lidl's products and campaigns ensure that everyone can enjoy the festive season without exceeding their budget - this should encourage people to share the magic of Christmas even more with others. With food donation initiatives in Lidl stores across Europe, Lidl and its customers are making a valuable contribution to ensuring that everyone, regardless of their circumstances, can experience the magic of

**The magic of sharing**

Every day, Lidl is a reliable partner for fresh food for millions of customers and delights them with its diverse range of top quality products at fair prices. Lidl is aware of its social responsibility and also focuses on this during the Christmas season.

Lidl is also supporting the initiative by making **monetary donations to social institutions**. The participating countries choose their partner οrganizations to which donations are made - including Cyprus. The proceeds - donation checks and food donations - are then presented to the respective organizations in an official ceremony. All Lidl customers can easily take part in the campaign in participating Lidl stores. Participation is also possible via the Lidl Plus app. Here Lidl donates from a certain purchase value.

You can enjoy the film [here](https://youtu.be/Ph-td1LicuU).

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