Larnaca, 10/04/2025

**Lidl Cyprus' steady presence at the Ayia Napa Youth Soccer Festival**

**Lidl Cyprus continues to prioritize healthy and conscious nutrition, as well as sports, as it supports the Ayia Napa Youth Soccer Festival for the 4th consecutive year, an important football event for children and young people.**

For another year, **Lidl Cyprus** remains a key partner of the **Ayia Napa Youth Soccer Festival** as a **Platinum Sponsor**, actively supporting the promotion of healthy eating and physical activity among children and young people. With the slogan **“Appetite to play”**, the company will welcome thousands of children from 6 to 16 years old, from various countries, who will participate in this football celebration.

This year's **Ayia Napa Youth Soccer Festival** will start on **Saturday, April 12th and run until Thursday, April 17th, 2025**, with the support and supervision of the **Cyprus Football Federation (CFF)**. The event is organized by the **Soccerworldcyprus Sports Association**, while valuable supporters include the **Ayia Napa Municipality**, the **Cyprus Sports Organization (CSO)** and the **Deputy Ministry of Tourism.** It’s worth noting that this year, **400 teams from all over Cyprus** and **75 clubs from abroad** will participate, a record number that distinguishes it as one of the largest events of its kind in Europe.

For Lidl Cyprus, the main and long-term goal of this collaboration is to **inspire children and young people** to choose a **healthy** and **active lifestyle**, through **tasty, nutritious and sustainable choices**. After all, for the company, **conscious nutrition as well as the offering of sustainable choices** constitute an **ongoing commitment**, which it recently strengthened further with its **collaboration with WWF**. The collaboration seals the company's effort for conscious nutrition by further harmonizing its product range with the Planetary Health Diet (PHD) by 2050, through [specific and measurable goals](https://corporate.lidl.com.cy/el/media-center/pressreleases/2025/lidl-wwf-conscious-nutrition) that the company has set itself by 2030.

Participation in the Ayia Napa Youth Soccer Festival is another confirmation of Lidl Cyprus' commitment to **consistently support healthy nutrition** and **sports** as important pillars for the development of healthy habits for the new generation.

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