Larnaca, 06/05/2025

**Lidl Cyprus steadily supports the work of the Cyprus Red Cross with a new donation of 50,000€**

**For yet another year, the company stands as a supporter in the Organization's multifaceted work to upgrade its Disaster Management Service, further strengthening this long-standing collaboration.**

**Lidl Cyprus**, remaining true to its commitment to social contribution, successfully completed its Easter campaign **"Easter Loyalty"**, raising the amount of **€50,000**, which was allocated to the **Cyprus Red Cross** to support its valuable work.

The campaign was carried out from **4 to 19 April 2025**, during which, with each scan of the Lidl Plus digital card, **Lidl Cyprus** donated **€0.20 to the Cyprus Red Cross**. Thanks to the active participation of its customers, a total of **247,609 scans** were carried out, raising the amount of €49,521.80. Lidl Cyprus, recognizing the importance of the work of the Cyprus Red Cross, proceeded with a donation totaling **50,000€.**

This amount was given to strengthen the work of the Cyprus Red Cross and specifically to upgrade its Disaster Management Service. This initiative further strengthens the **stable and substantial cooperation** between Lidl Cyprus and the Cyprus Red Cross **for over a decade**, with the common goal of strengthening the Organization's ability to respond effectively to humanitarian crises and emergencies.

Lidl Cyprus, with consistency and responsibility, continues to invest in actions that strengthen the **social contribution chain**, remaining steadfastly by those who need it most through the long-term support of organisations and institutions that offer substantial assistance to Cypriot society.

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