Larnaca, 02/09/2025

**Lidl celebrates four weeks of football, emotion, and engagement as UEFA Women’s EURO 2025TM comes to an end**

As the curtain falls on the record-breaking **UEFA Women’s EURO 2025**, with England the champions of Europe once more, **Lidl celebrates a successful summer of football**, unity, and driving community impact. **Lidl** was **proud to play a part** in a movement that **inspired millions**, set new standards for women’s sport, and showcased the power of togetherness, health, and respect.

With **657,291 fans** attending matches across eight host cities, more than **400 million TV viewers across the globe**, and the largest fan march in women’s football history with **25,000 participants**, the tournament demonstrated the growing excitement and potential of women’s football.

**Martin Brandenburger, CEO & Chairman of the Board at Lidl Cyprus**, mentioned *"It was truly magical to experience the energy of UEFA Women’s EURO 2025. People from every corner of Europe came together to celebrate football, and at Lidl, we’re proud to have supported this historic tournament. The atmosphere of unity and respect shown by everyone — from the players to the fans and organizers — was deeply moving."*

**Lidl** provided **3,500 tickets to customers and employees**, ensuring their community were able to participate and engage with UEFA Women’s EURO 2025. That was not all, as the brand activated throughout the tournament, playing a part in several ways.

**Empowering Young Women: The Lidl Youth Camp**

A standout moment of the tournament was the Lidl Youth Camp in Basel, in partnership with UEFA and WePlayStrong, which welcomed 100 young women aged 14–17 from 18 countries around Europe. Under the guidance of UEFA coaches, participants improved their football skills, attended workshops on nutrition and mental health, and formed international friendships that will last a lifetime.

Madlaina (15) from Ilanz, Switzerland, shared her experience *“The Youth Camp was an amazing experience with great training conditions, inspiring input, and new friendships. It was truly motivating to be on the pitch with so many football-loving girls.”*

**Fan Zones: Freshness, play, and movement for all**

Lidl’s presence was felt in all eight host cities and stadiums during UEFA Women’s EURO 2025, and within the official fan zones where over 1 million visitors enjoyed playful activities, and a vibrant tournament atmosphere, all actively promoting a healthy lifestyle based on conscious nutrition and exercise.

During the tournament:

* **240,000 visitors** engaged with Lidl stands in Basel, Bern, Zurich, and Geneva alone
* **230,000 fruit cups—totalling 32 tons of fruit**—were distributed in Fan Zones and at, or in front of, stadiums
* Giant dartboards, dribbling courses, and Freshness Stations inspired fans to move, play, and celebrate together

Lidl is committed to offering everyone the best range of products for healthy and sustainable nutrition, by shaping its range of products based on the Planetary Health Diet (PHD). Therefore, Lidl strives to continually expand its product range of plant-based foods by 2050, in line with the PHD. By 2030, Lidl will increase the proportion of plant-based foods sold – such as plant-based protein sources, whole grains, fruits and vegetables – by 20 percent across all 31 countries with Lidl stores. This partnership connecting the brands sustainability goals with its sports partnerships and daily actions in store.

**The Lidl Awareness Team: Creating a respectful stadium culture**

In close collaboration with UEFA, Lidl deployed a Lidl Awareness Team at all 31 matches, ensuring every supporter felt safe, included, and respected. A dedicated reporting system, announced before every match and highlighted throughout the stadium, made it easy for fans to seek help or report concerns.

The Lidl Awareness Team’s presence was also reinforced through communications on LinkedIn, in the media, and with internal employee campaigns—demonstrating Lidl’s commitment to awareness, inclusion, and support at every touchpoint.

**Martin Brandenburger, CEO & Chairman of the Board at Lidl Cyprus** commented *"Our participation in UEFA Women’s EURO 2025 was a truly unforgettable experience, and we are proud that the public recognized it as a meaningful initiative. The Lidl Awareness Team played a key role in fostering a culture defined by respect, fairness, and solidarity — values that were clearly reflected throughout the tournament, at every stage."*

**Guy-Laurent Epstein, Executive Director of Marketing**, **UEFA**: *“UEFA Women’s EURO 2025 represented a landmark moment for the women’s game – a celebration of football, unity and remarkable progress. We are delighted to have partners such as Lidl, whose dedication to promoting healthy lifestyles, respect, and inclusion was evident throughout the tournament both on and off the pitch.“*

**The Fresh Field: Making nutrition tangible**

In Rapperswil-Jona on Lake Zurich, Lidl planted a football pitch-sized field, growing and harvesting over 15 tons of fresh fruit and vegetables. All produce was donated to local partner organizations Tischlein deck dich, Caritas, and Schweizer Tafel. Visitors enjoyed the interactive Freshness Path, learning about nutrition and the history of the UEFA Women’s EURO in a playful, hands-on setting.

For a visual recap of the tournament and Lidl’s fan atmosphere, watch the official highlight video of the partnership between Lidl and the UEFA Women’s EURO 2025 [here](https://youtu.be/K0-HWUl1UVg).

**About Lidl:**

Lidl is a member of the Schwarz Group, headquartered in Neckarsulm, Germany, and is among the leading food retail companies in Germany and Europe. Currently, Lidl operates approximately 12,600 stores and more than 230 distribution and logistics centers across 31 countries, employing over 382,400 people.  
In Cyprus, Lidl has been active since 2010. Today, it employs more than 700 people, with a network of 21 stores and one state-of-the-art logistics center.

**Visit Lidl Cyprus online:**

[**corporate.lidl.com.cy**](https://corporate.lidl.com.cy/el/)

**team.lidl.com.cy**

[**lidlfoodacademy.com.cy**](https://www.lidlfoodacademy.com.cy/)

[**facebook.com/lidlcy**](https://www.facebook.com/lidlcy)

[**instagram.com/lidl\_cyprus**](https://www.instagram.com/lidl_cyprus/)

**youtube.com/lidlcyprus**

[**linkedin.com/company/lidl-cyprus**](https://www.linkedin.com/company/lidl-cyprus)