Larnaca, 9/2/2021

## **Lidl Cyprus sends its own message of solidarity by offering ‘Love Packages’ in collaboration with the Cyprus Red Cross**

The delivery of ‘Love Packages’ initiated by the Cyprus Red Cross was, once again, successfully carried out this year. For yet another year, Lidl Cyprus, in the framework of its corporate responsibility, joined forces with the Cyprus Red Cross in support of this important social initiative. Specifically, the company proceeded in offering products worth €10,000, which arrived at the homes of 200 families across the island.

This year's ‘Love Packages’ were reinforced in order to warm the hearts of our fellow human beings, putting smiles on people’s faces and offering hope. The social offer program entitled ‘Love Packages’ materialised by the Cyprus Red Cross is constantly evolving so that, in the midst of the pandemic, it can safely offer food and basic necessities to vulnerable social groups.

Lidl Cyprus has strengthened this year's Christmas dinner table with the availability of the following long-lasting items:

• Lentils, beans, tuna

• Cereals, cookies, sugar, long-life milk, coffee, rusks, wafers, jams

• Spaghetti, rice, oatmeal, vegetable broths

• Stationery and personal hygiene items

Since 2016, Lidl Cyprus has been cooperating with the Cyprus Red Cross and has offered more than €150,000 in cash and product donations. The company's commitment is to continue to support the multifaceted work of the Association by supporting actions that promote social prosperity and the substantial strengthening of our fellow human beings.

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