Larnaca, 26 October 2021

**The second Lidl Wellness Camp in Agros was successfully materialised**

**Young and old attended a special two-day event dedicated to a balanced diet, exercise and psychology.**

Within the framework of its corporate responsibility and on the occasion of World Food Day, Lidl Cyprus organised its second Lidl Wellness Camp under the auspices of the Minister of Agriculture, Rural Development and Environment and the Cyprus Association of Dieticians & Nutritionists. Participants had the opportunity to attend live experiential workshops, in which specialised scientists conveyed valuable information with regards to a balanced life.

At the press conference held at the beginning of the event, representatives of suppliers, institutions, NGO executives and Media had the opportunity to be informed about the programme and its objectives.

In his greeting, the Minister of Agriculture, Rural Development and Environment, Mr. Costas Kadis, referred to the effects of the pandemic, which, as he said, reminds us of the threatening situation of agrifood systems and at the same time urges us to turn to more durable ways of producing, disposing and consuming food. "In Cyprus, farmers and stockbreeders safely produce and provide most of the food we consume," he said, stressing that "without a doubt, consumers must have the opportunity to choose healthy food produced in an environmentally friendly and socially responsible way; products that are characterised by locality and seasonality". In closing, Mr. Kadis praised Lidl's initiatives in this direction. "Lidl Cyprus has adopted a specific sustainability policy, by making certified products available and by complying to the limits set by laws in relation to their safety. At the same time, it sets quantitative targets regarding the reduction of the environmental footprint of these products", the Minister concluded.

Following the Minister’s address, the floor was given to the President of the Association of Dieticians & Nutritionists of Cyprus, Dr. Eleni Andreou Georgaki, who referred to the importance of the day in question. "This year's celebration has the following theme: "Our actions are our future. Better production, better nutrition, better environment and better life". It takes place a few days after the UN Food Systems Summit and will focus on raising awareness on the need to support agrifood reform, calling for greater involvement of the international community to achieve the proper transformation of systems. "The message is conveyed through the World Food Day that we need sustainable agrifood systems that

can feed 10 billion people by 2050."

On behalf of the company, the General Manager Mr. Spyros Kondylis presented the Quality Book for the first time, a collector's edition of Lidl Cyprus which, as he stated, is the company’s liability contract with each individual customer as well as with each partner, employee, local community and country as a whole. In his speech, in terms of society and the environment, he characteristically stated that the company's priorities, with regards to society and the environment, have remained and remain high on its agenda. "On the road to a better tomorrow, Lidl Cyprus is committed to consistently supporting initiatives that improve the quality of life and open up prospects for a better future.

Based on the data derived from our new socio-economic study, our investments towards social and environmental actions amounted to €296,000 and were increased by 25% compared to 2019, which confirms our intention to actively contribute to society and the environment."

The Lidl Wellness Camp ended on Sunday, October 17, with a series of experiential workshops, interactive talks and activities for children that were carried out by specialised teachers of the "School of the Forest", as well as other activities aimed at promoting healthy eating, responsible consumption and well-being.

What stood out at the event was Lidl Food Academy on the go’s first class, that is Lidl's new mobile kitchen, which will soon start its journey throughout Cyprus in order to teach children good cooking practices. Lidl Food Academy’s chef, George Georgiou, and the clinical dietician, Eleni Andreou, shared alternative, healthy ways of cooking with the public.

With its own associates, Lidl Cyprus will continue to walk along the "road to a better tomorrow" with initiatives that promote the proper management of resources for a sustainable planet for all of us and future generations.

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