Larnaca, 09/03/2023

**Lidl is the Official Fresh Food Partner of the 2023 UCI Cycling World Championships**

**In August 2023, 13 UCI Championships will take place in one big event for the very first time. Lidl is supporting this major Union Cycliste Internationale event.**

The UCI Cycling World Championships are taking place in Glasgow and across Scotland from August 3 to 13. It will be one of the biggest cycling events in history and brings together 13 existing UCI World Championships to form one major event for the very first time.

Against this backdrop, the UCI Cycling World Championships and Lidl – one of Germany’s and Europe’s leading food retailers – are entering into a partnership: As the Official Fresh Food Partner, Lidl is supporting all 13 UCI World Championships at the event and wants to highlight the importance of movement and conscious nutrition in leading a healthy lifestyle. As a retailer, Lidl enables its customers to make responsible purchase decisions and provides access to fresh, healthy food in the best quality and at the best price. That makes Lidl a reliable partner for its customers when doing their daily shopping.

**International Organization and International Event**

As a company of Schwarz Group, Lidl is represented worldwide with over 12,000 stores in 31 countries across Europe and the US – a perfect match for the international nature and diversity of the 2023 UCI Cycling World Championships, which will see over 6,000 professional and amateur cyclists from more than 120 countries compete in the 13 UCI World Championships.

Just like Lidl products are accessible to everyone, so too is cycling: The sport is ideal for anyone who wants to be more active in their everyday life.

“We are excited at the opportunity to be involved in such an innovative and unique event. The ‘Fresh Food Partnership’ perfectly demonstrates Lidl’s ambition to support a healthy and active lifestyle by providing more conscious and healthier food choices. As a truly ground-breaking global event, we look forward to working with the 2023 UCI Cycling World Championships and inspiring people to bring more vitality and sport into their daily lives.” stated Jeroen Bal, Divisional Board Member Customer της Lidl International.

Amina Lanaya, UCI Director General says: “Lidl is a fitting international partner for the 2023 UCI Cycling World Championships which are expected to be followed by more than a billion people worldwide. Lidl shares our belief that cycling is for everyone and will help us achieve one of the core event objectives which is to reach a large, domestic and international non-core audience and to promote the many health and wellbeing benefits of riding a bicycle.”

**About Lidl**

Lidl, as a company of the Schwarz Group with headquarters in Neckarsulm, is one of the leading food retailers in Germany and Europe. Lidl currently operates more than 12,000 stores and over 200 goods distribution and logistics centers in 31 countries. In Cyprus, Lidl operates since 2010 and currently employing more than 700 people, with a network of 20 stores and 1 state-of-the-art logistics centre.

**About the UCI**

Founded on April 14, 1900, in Paris, France, the Union Cycliste Internationale (UCI) is the worldwide governing body for cycling. It develops and oversees cycling in all its forms and for all people: as a competitive sport, a healthy recreational activity, a means of transport, and also just for fun. The UCI manages and promotes the ten cycling disciplines of road, track, mountain bike, BMX Racing, BMX Freestyle, cyclo-cross, trials, indoor cycling, cycling esports, and gravel. Five of these are featured on the Olympic Games program (road, track, mountain bike, BMX Racing, and BMX Freestyle), two in the Paralympic Games (road and track), and four in the Youth Olympic Games (road, mountain bike, BMX Racing, and BMX Freestyle). For more information: [www.uci.org](http://www.uci.org)

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