Larnaca, 21/03/2023

**Lidl to be Official Partnerto** **UEFA EURO 2024TM**

**The partnership begins this year when the European Qualifiers kick off. This makes Lidl a UEFA global partner for both the European Qualifiers in 2023 and 2024 and the final tournament in 2024.**

From June 14 to July 14, 2024, the best national teams in Europe will head to Germany to compete for the title of European Champion in ten different cities. The countries that will fight for the title in the 51 games of the final tournament will be decided by the European Qualifiers, which run from March 2023 to March 2024.

As an Official Partner, Lidl, which is one of the leading food retailers in Germany and Europe, accompanies the European Qualifiers as well as UEFA EURO 2024. A partnership that could hardly be a better fit: Lidl is represented today with more than 12,000 stores in 31 countries, 30 of them in Europe. Just as football entertains millions of people every day, Lidl is a reliable partner for millions of customers throughout Europe for their daily shopping.

"We are excited to be part of a sport event that fascinates both our customers and our employees in all countries. Just as our products are available to everyone, we want to help make UEFA EURO 2024 an experience for everyone – for example through our Lidl Fan Zones. Numerous countries, where Lidl has a presence, will be cheering along, and it's really something special that the final tournament is being held in the country where Lidl’s history began." said Jeroen Bal, Divisional Board Member Customer at Lidl International.

Lidl also wants to use this partnership to emphasize the importance of fresh fruit and vegetables along with sports and exercise in an active and healthy lifestyle. What we eat and how much we exercise has a huge impact on our health and the environment. That's why Lidl is systematically developing its range of products on the basis of the planetary health diet to make it easier for our customers to consciously choose healthy and sustainably manufactured products. One example is using new international standards for marketing campaigns aimed at children.

UEFA Marketing Director, Guy-Laurent Epstein said: “UEFA is proud to welcome Lidl as a partner of the European Qualifiers and UEFA EURO 2024. Lidl’s presence across the continent will contribute immensely to the promotion of what will be another unforgettable competition. We also look forward to jointly promoting the good health and well-being values that are shared between Lidl and UEFA.”.

**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.

Lidl has been operating in Cyprus since 2010 and currently employs more than 700 people, with a network of 20 stores and 1 state-of-the-art logistics centre.

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