Larnaca, 03/04/2023

**For the 10th year in a row, Lidl Cyprus supports the work of the Cyprus Red Cross**

**This year, Lidl Cyprus' contribution focuses on upgrading the Crisis Management Service of the Cyprus Red Cross.**

Faithful to the values that govern the company as a whole, as well as to its commitment to giving back to the country and society in which it operates, Lidl Cyprus once again practically supports the organisation's actions.

This Easter, and specifically from Monday 3 to Saturday 15 April, with every scan of the Lidl Plus card, Lidl Cyprus is offering €0.40 to support the Crisis Management Service of the Cyprus Red Cross.

This action comes in addition to a ten-year contribution towards the organisation, which includes, among other things, the financing of the Children's Therapeutic Centre of the "Stella Soulioti" foundation with the social contribution programme "Packages of Love", as well as with the upgrading of the organization’s Teams and First Aid Services which was implemented thanks to Lidl Cyprus’ contribution.

For Lidl Cyprus, supporting fellow human beings is a priority in all actions governing corporate responsibility and social contribution, which are inextricably linked to its corporate culture and which is demonstrated in practice and through its actions.

The public can contribute to this effort in their own way to by scanning the Lidl Plus digital card through the app, which can be downloaded for free from the App Store / Google Play / Huawei AppGallery and by registering quickly and easily.

**Visit Lidl Cyprus online:**

**team.lidl.com.cy**

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

[**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**

[**twitter.com/Lidl\_Cyprus\_**](https://twitter.com/Lidl_Cyprus_)

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