Larnaca, 05/04/2023

**Lidl Cyprus is a constant supporter of the Ayia Napa Youth Soccer Festival**

**For the second consecutive year, the company supports this great children's football event and emphasises the importance of sports and exercise, as well as conscious nutrition, for an active and healthy lifestyle.**

With the message "Play with appetite", as a silver sponsor and proud supporter of the young participants of the event, Lidl Cyprus will welcome approximately four thousand children from 6 to 17 years old and from seven different countries at this year's Ayia Napa Youth Soccer Festival!

Lidl Cyprus will participate with Lidl Vantastic, its popular mobile canteen, which will give children moments of delight and love, with free supply of fresh fruits and Lidl products, thus inspiring them to make more conscious and healthy food choices. The international academies football tournament, an institution that is rightly characterised as one of the biggest football activities in Cyprus, as well as in the Mediterranean and the East, will take place from Saturday 8 to Thursday 13 April 2023.

It is an event of the highest of standards, approved and recognised by the official Cyprus Football Association (CFA), which offers boys and girls (girls for the first time in its history), the opportunity to compete, excel and celebrate the joys of sport together. The tournament is organised under the auspices of the CFA, while it is carried out by the officially registered and recognised Sports Association Soccerworldcyprus, which is a member of the Cyprus Sports Organization (CSO) and with the support of the Municipality of Ayia Napa and other bodies such as the Deputy Ministry of Tourism.

This sponsorship, which takes place during a milestone year for Lidl, highlights the great importance it attaches towards the support of sports in general as well as major sporting events, especially after its cooperation, this year, as a global Official Partner of UEFA, both for the European Qualifiers in 2023 and 2024, and the final event in 2024, as well the Official Fresh Food Partner at the UCI Cycling World Championships 2023!

Lidl Cyprus practically supports small and large sporting events in its effort to contribute to a healthier and more active lifestyle through sports and exercise, and aspires to inspire people to make more conscious food choices.

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