Larnaca, 05/05/2023

**Lidl Cyprus supported the Cyprus Red Cross Society for yet another year, by offering this year the amount of €50,000**

**For the 10th consecutive year, the company is an ally towards the fight and great work of the Organisation. This year, it focuses on supporting and upgrading the Crisis Management Service.**

Reinforcing its resounding message of solidarity and commitment to the society in which it operates and for the 10th consecutive year, Lidl Cyprus, has practically supported the Cyprus Red Cross Society by financially strengthening the services and work of the Organisation.

With the message "Together we support the Cyprus Red Cross Society", this year the company offered the significant sum of €50,000. This amount was collected after the great response of consumers who financially supported a campaign during which the Lidl Cyprus donated €0.40 with every scan of the Lidl Plus card during the period 3 to 15 April, in order to support the Service Crisis Management of the Cyprus Red Cross Society.

The event for the check handover took place at the Organisation's premises in Nicosia, where representatives of Lidl Cyprus, the Cyprus Red Cross Society, as well as partners, friends and representatives of the Media were present.

As by the General Manager of Lidl Cyprus, Vasilios Lagogiannis characteristically stated, "*Our company has developed a well-organised framework of actions with the aim of strengthening and caring for all the people around us, especially the vulnerable social groups. Wanting to be present whenever there is a question of emergency and crises which is part Lidl’s DNA, this year's Easter Loyalty action which was embraced by the whole community through the scanning of the electronic card of the Lidl Plus application, managed to collect the amount of €50,000 which we are today handing over to the Cyprus Red Cross Society. This amount will be used to strengthen the Organisation's Crisis Management Service."*.

The President of the Cyprus Red Cross Society, Ms. Fotini Papadopoulou, thanked Lidl Cyprus for its ten-year long support and said, *"It is with great pleasure that I am present here today for the delivery of yet another donation from Lidl Cyprus to the Cyprus Red Cross Society. Since 2013 and for the tenth consecutive year, Lidl Cyprus warmly embraced the Cyprus Red Cross Society and proved this with its actions. Lidl continues to support the programmes of the Cyprus Red Cross Society at every opportunity. This year, it has embraced the Crisis Management Service, as it is one of our most important actions that aims to alleviate human suffering mainly in Cyprus, as well as abroad."*.

For Lidl Cyprus, this action is added to a wide range of actions and corporate responsibility activations, which aim to support its fellow human beings, always faithful to the path it has set since its inception, on the road to a better tomorrow.

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