Larnaca, 04/09/2023

**YOU GOT THIS: PARKSIDE launches campaign with Arnold Schwarzenegger**

**To be seen everywhere from August 25th, the Hollywood star becomes a do-it-yourself motivator.**

Arnold Schwarzenegger is the new face of PARKSIDE. With the words "You got this!" he motivates on TV and across social media as he shares his secrets to success in the PARKSIDE commercial. Viewers experience legendary moments of his career, played out in the PARKSIDE DIY world. Arnold Schwarzenegger speaks for PARKSIDE. He inspires people to take matters into their own hands and accompanies them on the path to success. A good pinch of humor and self-irony also comes along for the ride.

Schwarzenegger and PARKSIDE: Now that‘s a match. Christoph Pohl, Chief Purchasing Officer at Lidl International, explains: "Thanks to constant development over many years, a brand has been created with PARKSIDE that has already been able to inspire many customers with high quality, unbeatable price-performance ratio, an impressive range and appealing design. With Arnold Schwarzenegger, we were able to win someone who embodies many of our values. PARKSIDE stands for tackling things yourself. We want to give people the confidence that they can do it. Arnold Schwarzenegger is a doer, he is authentic, determined and down-to-earth. We are proud that he is now part of the PARKSIDE team."

Do-it-yourself for everyone - that's what PARKSIDE is all about. The brand is especially aimed at all those who like to repair, build and garden - simply roll up your sleeves. The range of tools, gardening equipment and accessories is available at Lidl.

Arnold Schwarzenegger is no stranger to tools. He used to work as a bricklayer and is a creator. This is another reason why the cooperation is an all-round success for the actor, as he emphasizes: "'You got this' - that's exactly my attitude. You have to believe in yourself, that's why I'm a PARKSIDER."

**About PARKSIDE:**

The PARKSIDE brand - available at Lidl - offers DIY products that enable anyone and everyone to tackle garden, home and workshop tasks independently and in the blink of an eye. The PARKSIDE Performance range also appeals to highly ambitious, advanced DIY enthusiasts. With the X20V battery series, customers are offered over 100 tools for workshop and garden, all of which can be operated with just one compatible battery. Regardless of whether you are a professional or a beginner: With high quality, an unbeatable price-performance ratio, a wide range and of course an attractive design, PARKSIDE has already been able to convince many. Find out more at: [www.parkside-diy.com](http://www.parkside-diy.com) .

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