Larnaca, 15/04/2024

**Lidl Cyprus is a constant supporter of the precious work of the Cyprus Red Cross**

**The Company has been supporting the Organisation for 11 consecutive years by focusing on upgrading the Cyprus Crisis Management Service of the Cyprus Red Cross.**

With a deep awareness of its responsibility towards society and vulnerable groups in need, as well as the importance of the Cyprus Red Cross’ Crisis Management Service, especially during these difficult times, this Easter, Lidl Cyprus supports the work of the Cyprus Red Cross once again.

Specifically, **from Monday, April 15 until Saturday, May 4, with every scan of the Lidl Plus digital card**, **Lidl Cyprus will donate €0.20 towards the support the Cyprus Crisis Management Service of the Cyprus Red Cross**.

This initiative is complementary to a wider context of donations to the Cyprus Red Cross for over a decade now, which includes, among other, the financing of the construction of the Playground of the Children's Therapeutic Centre ‘Stella Soulioti’, the support of the Social Welfare Programme ‘Love Packages’, as well as the upgrading of the Groups and Aid First Services which have been implemented thanks to Lidl Cyprus’ contribution.

For Lidl Cyprus, supporting the local community and fellow human beings is a key priority, something that can be seen in practice through all of the actions that govern the company’s corporate responsibility and social contribution and which are inextricably linked to its corporate culture.

The wider public can contribute towards this effort in their own way, by scanning the Lidl Plus digital card through the app, which can be downloaded for free from the [App Store,](https://apps.apple.com/gr/app/lidl-plus/id1238611143?l=el) the [Google Play](https://play.google.com/store/apps/details?id=com.lidl.eci.lidlplus&hl=el_419&pli=1)or the [Huawei App Gallery](https://appgallery.huawei.com/app/C102933829) and by registering quickly and easily.

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