Larnaca, 25/04/2024

**Lidl Cyprus consistently supports the Ayia Napa Youth Soccer Festival**

**For the third consecutive year, the company has supported this great children's football event, and this year, it once again supports in introducing young champions to a healthier and more active lifestyle through conscious nutrition and exercise.**

For yet another year, **Lidl Cyprus proudly maintains its support of the Ayia Napa Youth Soccer Festival** as this year it upgrades its participation to **Platinum Sponsor**, thus confirming once again its commitment to promoting sports and a healthy lifestyle among young people. With the motto **‘Play with appetite’**, Lidl Cyprus is set to welcome thousands of young sportsmen and women, aged 6 to 16, from various countries, who will participate in this exciting sporting event.

This year, the festival will be held from **Saturday, April 27 to Thursday, May 2, 2024,** and will once again be held under the high standards of the Cyprus Football Association (CFA). Recognised for its prestige, the festival not only provides an opportunity for boys and girls to compete, but also to excel, collectively honouring the spirit of sportsmanship. The said tournament continues to be a landmark event, organised by the **Soccerworldcyprus Sports Association** and supported by the **Municipality of Ayia Napa**, **the** Cyprus Sports Organisation (CSO) **and the Deputy Ministry of Tourism, among other notable bodies.**

In order to enhance the experience, Lidl Cyprus will incorporate the Lidl Vantastic Canteen in the event, the now-loved mobile canteen, as well as the Lidl Food Academy On the Go, the company’s mobile Food Academy, which will offer nutritious and healthy snacks made with Lidl products. This initiative aims to inspire young participants to choose a healthier and nutritionally careful lifestyle.

Through such sports sponsorships, Lidl Cyprus affirms in practice its commitment to promoting an active, healthy lifestyle and raising awareness of the benefits of sports and conscious nutrition.

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