Larnaca, 22/05/2024

**Lidl Cyprus reaffirms its commitment towards supporting the Cyprus Red Cross Society**

**The company proceeded with a donation of €50,000 towards the upgrading of the Immediate Response Service of the Cyprus Red Cross Society.**

For the eleventh consecutive year, **Lidl Cyprus reaffirms its commitment towards the Cyprus Red Cross Society, offering a donation of €50,000**, as result of the **‘We offer love’** initiative. This year's contribution once again highlights the company's continuous commitment towards supporting the upgrading of the **Immediate Response Service** of the Cyprus Red Cross Society.

Specifically, this donation is the result of the **Lidl Cyprus’ financial support campaign**, which took place from the **15th of April until the 4th of May 4, 2024**, in which Lidl Cyprus offered €0.20 to the Cyprus Red Cross Society supporting the Immediate Response Service, with every scan of the Lidl Plus digital card. During this period, a total of 231,868 scans were made by the customers, from which the amount of €46.373,60 was collected, however the company proceeded with the donation of €50,000.

The official delivery of the donation cheque took place at the Lidl Food Academy premises in Nicosia, on Tuesday, May 21, 2024, in attendance of Lidl Cyprus representatives, the Cyprus Red Cross Society and the media, as well as other select guests. The event highlighted **the strong collaboration between Lidl Cyprus and the Cyprus Red Cross Society**, and honoured the **eleven years of concerted efforts** towards community support and crises management.

**Georgios Dimitroulakis, Communication and Corporate Affairs Manager of Lidl Cyprus**, expressed his pride for the long-term cooperation stating: *"As a socially responsible company that listens to the needs of society, Lidl Cyprus continues, for over a decade, to strengthen the commendable humanitarian work of the Cyprus Red Cross Society. This year, with the help of society as a whole, we donate the amount of €50,000 to cover the needs of the Immediate Response Service of the Organisation; a service whose importance and role, in particular nowadays, is deemed as imperative for the creation of a society which stands in solidarity with its fellow citizens and which constitutes core values on the way to a better tomorrow for everyone."*

**Mrs. Fotini Papadopoulou, President of the Cyprus Red Cross Society**, expressed her gratitude for the continued support by stating: *"Thank you for adopting this institution for the second year in a row, with the contribution of the amount of fifty thousand Euros (€50,000). Lidl Cyprus’ various donations, cooperation and offerings to the Cyprus Red Cross Society, during all these years, has an inestimable value. Many thanks to Lidl Cyprus and all its stores, throughout Cyprus, which participated in this year's campaign. I also thank all the contributors, because, with your support we will be able to improve our services towards the society of our country."*

This donation is part of a series of initiatives undertaken by Lidl Cyprus and aimed at giving back to the community and supporting humanitarian efforts, thus paving the way for a better tomorrow.

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