Larnaca, 03/09/2024

**Lidl becomes official partner of UEFA Europa League and UEFA Conference League**

* **Lidl expands its football partnership portfolio becoming the Official Partner of two** **UEFA Club Competitions; UEFA Europa League™ and UEFA Conference League™ until the 2026/27 season focusing on fresh fruit and promoting conscious nutrition.**
* **As part of the partnership, Lidl will bring its unique Lidl Kids Team activation to all its European markets, giving 12,364 children the opportunity to become official player mascots.**
* **The partnership builds on a successful UEFA EURO 2024 partnership, in which Lidl was the #1 most visible brand partner across the tournament, as per a study from YouGov.**

Lidl, one of the leading food retailers in Germany and Europe, is excited to announce it has become an Official Partner of the UEFA Europa League and UEFA Conference League for three years, through 2024 to 2027.

Sport is an important part of Lidl’s long-term commitment to health and healthy eating. As a food retailer, Lidl knows how important nutrition is to everyone’s health and also recognises that a healthy lifestyle also includes exercise. As UEFA’s major football competitions are some of the most popular sports event on the globe, Lidl is keen to encourage as many consumers as possible to get active through this new football partnership. The company will continue to inspire fans – and future fans – under the slogan *”We’re on your team”*, as the Official Fresh Fruit Partner for both competitions. Lidl will support fans from every touchpoint during their journey of fandom, from TV advertising to in-stadium placements and commercial displays. From making healthy and fresh food at low prices easily available, to bringing fans closer to the biggest football tournaments in Europe, Lidl is by their side.

**Lidl Kids Team all over Europe**

Through the new partnership, Lidl will take its unique Lidl Kids Team to its 30 European Lidl countries. The Lidl Kids Team is an exclusive programme that has been set up through its partnership with the UEFA Europa League and UEFA Conference League where children between the ages of six to ten years will have the unique experience of becoming an official player mascot for one of the competitions’ matches. Lidl will continue to give back to its customers and employees, providing them with opportunities to win free tickets to matches across both the UEFA Europa League and UEFA Conference League so that they can be inspired to get active at home, opening the opportunity to experience elite-level football and sport to all.

Through the provision of experiences such as the once in a lifetime chance of being part of the Lidl Kids Team, Lidl will help inspire more children throughout Europe to get active. A healthy lifestyle and conscious nutrition adopted early in childhood decreases the risk of diet-related illnesses in adulthood. Lidl remains focused on promoting health for and to children, for example through its dedicated guidelines for [marketing to children](https://www.lidl.com.cy/l/el/leaflets/consious-nutrition-cy-en-consious-nutrition/view/flyer/page/11).

**Lidl was the most visible brand at UEFA EURO 2024TM**

Following a successful UEFA EURO 2024TM partnership in which Lidl was the #1 most visible brand partner across the tournament, it engaged with over 16 million users during the tournament through its Lidl Plus App and handed out fruit cups to football fans onsite, for which 91 tons of fruit were processed. According to research from YouGov, Lidl was the most noticed brand partner during the tournament, with over half (58%) of UEFA EURO 2024TM viewers recognising Lidl as a tournament partner after the tournament before any other partner, a 32% increase from before the tournament (the biggest uplift of any tournament partner). The same research suggests that Lidl was one of the most-recognised brands from the tournament, with 39% of viewers able to name the brand after the tournament.

**Dr.** **Jennifer Cords, Senior Vice President for Corporate Affairs at Lidl International**, said, *“We are proud to add the UEFA Europa League and UEFA Conference League to our wide-ranging roster of sports partners. We as a company are closely connected to Europe, born 51 years ago in the heart of Europe, Lidl is now present in over 30 countries. At Lidl, our core beliefs are linked to our international CSR strategy and therefore international collaboration is fundamental.”*

**Guy-Laurent Epstein, UEFA Marketing Director** said *“We are delighted to build on our successful partnership with Lidl during UEFA EURO 2024 this summer as we welcome them as an official global sponsor of the UEFA Europa League and UEFA Conference League. Lidl is one of the leading food retailers in Europe, with a significant international presence, and we are excited to work together to bring the dynamism and vibrancy of European football to even more fans. Together, we look forward to creating a positive social impact through the power of football.”*

*“At Lidl we advocate for healthy lifestyles in everything we do. We recognise the importance of educating and championing fresh foods, keeping them available and at low cost and we have revised our marketing towards children to help them understand and appreciate healthy living from a young age. Through the power of sports, and in this case football, we’ll be able to help inspire everyone to get active and help amplify our healthy living ambitions.”* **Dr.** **Jennifer Cords, Senior Vice President for Corporate Affairs at Lidl International** also mentioned.

**About Lidl**

Lidl, as a company of the Schwarz Group with headquarters in Neckarsulm, is one of the leading food retailers in Germany and Europe. Lidl currently operates more than 12,000 stores and over 200 goods distribution and logistics centers in 31 countries.

Lidl has been operating in Cyprus since 2010 and currently employs more than 700 people, with a network of 21 stores and 1 state-of-the-art logistics centre.

**About UEFA**

UEFA is the governing body of European football and a not-for-profit organisation which supports and ensures the world’s most popular sport continues to thrive at all levels across its 55 member associations. As part of its commitment, UEFA invests 97% of its revenue in football-related activities, projects and initiatives that ensure the continued development of the men's and women's professional game as well as youth, grassroots and futsal.

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