Larnaca, 27/11/2024

**Lidl Cyprus continues to support culture and society at the 3rd Limassol International Book Fair**

**For the 3rd consecutive year, the company is a Silver Sponsor in an institution that is the largest "celebration" that celebrates the importance of the book for culture and society, in Cyprus.**

As it continues with consistency and persistence to support institutions that promote culture and society, Lidl Cyprus was dynamically “present" at the **3rd Limassol International Book Fair, as a Silver Sponsor** for the 3rd consecutive year. The fair, which has been established as a **leading cultural event in Limassol and is, perhaps, the largest "celebration" that celebrates the socio-cultural importance of books**, was hosted from **22-24 November 2024**, at the functional space of the Carob Mills, Lanitis, attracting hundreds of book lovers and prominent publishers from all over the world.

The Exhibition began with a full-day conference that included lectures by distinguished publishers, authors and personalities from the domestic and international literary scene, while Lidl Cyprus’ now-famous mobile canteen, Lidl Vantastic, offered healthy snacks throughout the three-day event. The following days included the General Exhibition, which was open to the public, with more than 120 participants, from Cyprus and abroad, presenting their works in more than 100 multi-venue events.

Lidl Cyprus continuously invests in activities that **enhance the cultural fabric of the island and promotes social inclusion**. The company’s commitment to the ongoing support of the Limassol International Book Fair underlines its steadfast commitment to promoting a love for reading and learning, while at the same time recognising the importance of developing closer ties between Cypriots and the international community through books and the written word.

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