Larnaca, 04/04/2025

**Lidl Cyprus continues to transform donations into humanitarian support**

**The company has consistently supported the Cyprus Red Cross with multifaceted support that strengthens the bonds of social solidarity.**

**Lidl Cyprus**, **faithful to its long-standing commitment to social contribution**, has been **supporting the Cyprus Red Cross for over a decade** through the established Easter campaign "**Easter Loyalty**," offering love to those in need.

Specifically, this Easter, **from Friday, April 4th to Saturday, April 19th**, with every scan of the Lidl Plus digital card, **Lidl Cyprus will donate 0.20€ to the Cyprus Red Cross** to support the **Disaster Management Service**.

This initiative is another step in the valuable and long-standing cooperation between Lidl Cyprus and the Cyprus Red Cross, a cooperation aimed at enhancing the organization's ability to respond promptly and effectively to humanitarian crises and emergencies.

Through **Lidl Cyprus's long-standing contribution**, the **Cyprus Red Cross significantly enhances the scope of its actions**, with the most recent addition being two specially equipped vehicles to its fleet, providing immediate and safe transportation of humanitarian aid to vulnerable groups. Additionally, Lidl Cyprus covers, among other things, the organization's needs for essential items, supports the operation of the "Stella Soulioti" Children's Therapeutic Center by creating spaces for the safe entertainment and skill development of children, and supports the organization of the nationwide Red Cross camp, fostering the spirit of volunteerism and social sensitivity among young people. Through their long-term cooperation, they continue to create an environment of safety and solidarity for all, confirming that practical love and collective action can shape a better future.

For **15 years, Lidl Cyprus**, with its focus on the most vulnerable members of society and their needs, has **consistently and responsibly** **stands** by them on the path to a better tomorrow.

The public can contribute in their own way to this effort 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)  [Google Play](https://play.google.com/store/apps/details?id=com.lidl.eci.lidlplus&hl=el_419&pli=1) or [Huawei App Gallery](https://appgallery.huawei.com/app/C102933829), and quickly and easily registering.

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