Larnaca, 21/05/2025

**Lidl brings Youth Camp for girls to UEFA Women’s EURO 2025TM**

**Lidl is empowering the next generation of women with new pan-European football and health focused program for young women. The program is organised by Lidl as part of the official partnership with UEFA Women’s EURO and in collaboration with WePlayStrong.**

Lidl announces Lidl Youth Camp, a bespoke program bringing together **100 girls aged 14–17 from across 20 European countries** for a powerful, weekend-long football and wellbeing camp over the final weekend of the **UEFA Women’s EURO 2025™**, **July 25–28, 2025, in Basel, Switzerland**.

At the Lidl Youth Camp, girls will learn that personal growth does not just happen on the field, it happens within each of us when we are given the opportunity, encouragement, and tools to rise to a challenge.

As a major fresh food retailer, Lidl understands what it takes to fuel performance, both on and off the pitch. The Lidl Youth Camp will focus on more than just football – it is designed to develop skills for the game and for everyday life. Over the course of the weekend, the young women will partake in:

* On-field training sessions led by nine UEFA top coaches.
* Workshops on conscious nutrition, tailored to support their physical development and wellbeing.
* Mental health sessions that focus on confidence, resilience, and emotional strength.
* Participants will also leave the programme with shirts, water bottles and goodies.

This unique programme is curated to help young women unleash their potential, fuel their ambition, and grow stronger – together. It embodies the broader mission of Lidl to inspire people to lead active, healthy lifestyles, while promoting equal opportunities for women in sport.

This initiative reflects the deep-rooted belief of Lidl in the power of sport to drive social impact, and its ongoing commitment to championing women’s football from grassroots to professional players at the UEFA Women’s EURO 2025™.

The Lidl Youth Camp aims to inspire a new generation of players to pursue their passions, break boundaries, and grow through will and determination.

To be in with a chance of securing a place at the Lidl Youth Camp at the UEFA Women’s EURO 2025™, find out how to apply [here](https://www.lidl.com.cy/c/en-CY/uefa-women-s-euro-2025tm-lidl-youth-camp/s10070540).

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