Larnaca, 17/06/2025

**Never stop growing: Lidl at UEFA Women’s EURO 2025TM**

**Lidl focuses on nutritional education and personal development as part of its partnership with UEFA Women’s EURO 2025.**

With the UEFA Women’s EURO 2025 Lidl is reinforcing its long-term commitment to promoting women’s sport, health-conscious choices, and the personal development of young people. As part of its activation, Lidl will launch initiatives centred around nutrition education, youth empowerment, and inclusivity—supporting fans and players

alike on and off the pitch.

The food retailer has a series of different activations planed, both in fan zones and around the tournament itself in Switzerland, as it galvanises both support for the tournament and helps create a better tomorrow.

**Lidl Youth Camp**

At UEFA Women’s EURO 2025, Lidl wants to make a real difference, which is why we are using our partnership with UEFA to create a football and healthy lifestyle focused programme for young women – the Lidl Youth Camp, in partnership with #WePlayStrong. The pan-european weekend-long programme is a space for young women to discover their potential, fuel their ambition, and grow stronger - together. Find out more [here](https://corporate.lidl.com.cy/en/media-center/pressreleases/2025/lidl-youth-camp).

**Fan Zone Activations**

For another year, Lidl is supporting customers and fans to help them make conscious choices to support themselves, the people, and our planet. This is why Lidl is providing Fresh Stations to the fan zones, to offer fans fruit cups as a fresh, healthy option which ensures there’s not only more freshness and variety on the plate but also gives fans a natural and healthy energy boost.

**Awareness Team**

This summer, Lidl will partner with UEFA to deliver awareness teams at all eight stadiums across 31 matches. These teams are made up of specially trained ambassadors, dedicated to promoting inclusive and respectful environments for all fans. Promoting fairness and respect in all stadiums, these awareness teams are there to be the friendly faces in the crowd, offering support, encouraging unity, and ensuring the joy of the game is shared by everyone.

**Fresh Field**

Promoting conscious nutrition and freshness to Swiss tourists and UEFA football fans, Lidl is creating a food source the shape and the size of a football pitch. Just 30 minutes from Zurich, Lidl have planted 8 varieties of fruit and vegetables which will produce over 15 tons of fresh produce, the harvest is then donated to various organizations.

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