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**Collective strength: PARKSIDE brings together Arnold Schwarzenegger and Ralf Moeller for new DIY campaign**

**Hollywood meets craftsmanship: In the new campaign for the DIY brand PARKSIDE, Arnold Schwarzenegger and Ralf Moeller appear together for the first time. With a clear commitment to do-it-yourself, they humorously ignite the DIY spirit and bring fresh energy to the do-it-yourself scene. The goal is to inspire both experienced hobby handymen and motivated beginners to take their projects into their own hands.**

**Arnold Schwarzenegger and PARKSIDE** – **this truly is a perfect match**. The Hollywood star and the DIY brand are reinventing their partnership and are now ringing in the next round of the **"YOU GOT THIS”** campaign. For the first time, actor Ralf Moeller joins in for a humorous spot together with Schwarzenegger, both bringing the do-it-yourself spirit of PARKSIDE to life.

Click [here](https://youtu.be/kISe6kou550) and watch the spot.

*"From Terminator to Motivator: the partnership with PARKSIDE is made for me. No do-it-yourself project is too complicated, no challenge too big – you just have to want it and believe in yourself,"* says **Arnold Schwarzenegger**.

Not only Schwarzenegger embodies a real hands-on mentality - Moeller also convinces with a lot of DIY competence, a great enthusiasm for do-it-yourself and a likeable appearance. Both share a long-standing friendship and a common set of values that match perfectly with the down-to-earth character of the PARKSIDE brand. The central message of the campaign is that **PARKSIDE allows everyone to bring their own workshop into their home, regardless of experience or budget**. The brand aims to encourage people to tackle DIY projects, large and small. It's not so much about perfection as it is about having the right support and the right tools.

*"Do-it-yourself is really a great thing. Creating something with your own hands and seeing the finished result at the end – there’s no comparison to this feeling. I didn't have to think twice about supporting the PARKSIDE campaign – especially since I have always been enthusiastic about handicraft topics,"* says **Ralf Moeller**.

**Martin Alles, Senior Vice President Brand at Lidl International**: *"As Europe's best-selling DIY brand, PARKSIDE stands for high-performance tools, but also for the courage to take matters into your own hands. Our new campaign with Arnold Schwarzenegger and Ralf Moeller shows exactly that: how much is possible when you believe in yourself. Both embody the spirit of PARKSIDE – determination, drive, and the conviction that everyone can master their own project."*

The new omnichannel campaign of the PARKSIDE brand - available at Lidl and Kaufland - will start on September 1st, 2025, with a broad-based media outreach. Among other things, out-of-home and digital-out-of-home activities, extensive efforts in social media and TV commercials are planned.

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