Larnaca, 20/11/2025

**Lidl Cyprus strengthens children's hope through Hope For Children with a total donation of €60,000**

**On the occasion of Universal Children's Day, celebrated on November 20th each year, Lidl Cyprus reaffirms its commitment, proving that there is real Hope For Children when their rights are protected.**

For the second consecutive year, true to its commitment to social responsibility and the **essential support of Cypriot society**, **Lidl Cyprus** continues to join forces with the Independent, International Humanitarian Organisation **“Hope For Children” CRC Policy Center**. This strategic partnership aims to effectively **protect the rights of children** in Cyprus and is developed in three axes of action with **direct social impact**.

Since 2024, **Lidl Cyprus** has allocated a total of **€60,000** to finance the actions, ensuring their continuity and expanding their reach in the community. Specifically, the focus is on the implementation of **non-formal education programmes** in schools through experiential *Beat Bullying* workshops and the *Team Up* programme, the production and dissemination of the **Hope For Children Podcast** as a stable educational and informational medium for child protection and rights, and the **support and promotion of the 1466 Line**, which operates free of charge, 24 hours a day and 365 days a year, providing free psychological, social and legal support.

The social footprint recorded to date is substantial: **2,300 students aged 4–18 participated in educational interventions**, **more than 100,000 citizens**—adults and children—took part in open information events, while 11 events were held in 4 provinces of the island with the contribution of 40 professionals of the Organisation and 30 volunteers.

At the same time, **20 child ambassadors** actively participated in the actions, with the team strengthened by 20 new members, while the 1466 Line received 181 calls. *“It’s nice to know that there is someone you can call, without… being embarrassed!”*, said a 14-year-old student who participated in the Organisation’s summer school, thus summarising, in a simple way, the value of direct and confidential support.

**Lidl Cyprus**, as a responsible corporate citizen, invests in partnerships with institutional depth and measurable results. *“With Hope For Children, we are actively supporting the right of every child to protection, safety and dignity—from bullying prevention to access to helplines and reliable information. Our commitment continues,”* said **Vasiliki Adamidou, Corporate Affairs Director of Lidl Cyprus**.

*“Lidl Cyprus’ contribution significantly strengthens our work and enables us to offer even more targeted and effective services to children in need. We sincerely thank the Lidl team for their trust and commitment to our organization’s vision,”* stated **Andria Neocleous, Executive Director of Hope For Children**.

This collaboration is part of **Lidl Cyprus**' broader corporate responsibility programme, which prioritises **prevention**, **education** and **early support for children and families**, strengthening social cohesion and demonstrating that **hope becomes reality when rights are put into practice**.

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