

**Press Release**

**25th March 2019**

**Lidl Ireland to launch sensory products in time for World Autism Day**

Since the successful roll out of Autism Friendly Quiet Evenings across all Lidl Ireland stores nationwide in 2018, Lidl has been on a journey to identify more ways to further support its communities. On the 2nd of April, Lidl Ireland will launch five products in time for World Autism day.

Two of these products, are sensory friendly meaning they are specifically designed for children with Autism. Sensory products are products that can help a particular sensory input. Whether it be visual or tactile, it can help improve focus and concentration levels for children with Autism. World Autism Awareness Day is an internationally recognised day dedicated to raising awareness about people with Autism Spectrum Disorder. **Ear defenders (€12.99)** will be available which can be used in a variety of settings to protect your child’s hearing or help calm them if disturbed in noisy environments. An **LED Projection Night Light (€6.99)** will also be available which projects colourful stars on to ceilings and walls while playing music to enhance visual or audible sensory stimulation.

In addition to the sensory products, Lidl Ireland will also have a **Playtive Sand and Water Table (€29.99)** and **Playtive Wooden Puzzles (€3.99)** available in stores nationwide from the 2nd of April. The Playtive Sand and Water Table comes with 3 cups, 1 sieve and a mould with separate compartments for sand and water, allowing your little one to use their imagination and get creative with sand and water. There will also be a **Melinera Illuminated Salt Crystal Ball Lamp (€19.99)** on sale, which can help create a tranquil and soothing environment. Handmade from solid salt crystal, the 4 massage spheres, heated through the salt lamp can be used to massage your hands, feet, neck or back.

In line with the launch of this product range, Lidl Ireland is also proud to announce the sponsorship of two assistance dogs. Lidl Ireland has teamed up with Assistance Dogs Northern Ireland (ADNI) and Autism Assistance Dogs Ireland (AADI) to put two dogs through training. The two dogs, named Yogi and Kyra, will be given to families of children with Autism in Ireland and Northern Ireland. These dogs will trained to provide a steady influence for the child, especially in public and social situations. They will also be trained to meet the needs of both the child with Autism and their guardian/s.

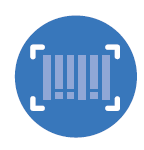
All assistance dogs are fully welcome into all Lidl stores nationwide, especially at Lidl’s Autism Aware Quiet Evenings every Tuesday between 6pm and 8pm. Launching for World Autism Day in 2018, the roll-out has been a success nationwide. Every week, stores are prepped to have numerous sensory adjustments in place to classify the store as being autism aware. Adjustments such as;

 Reduced lighting

 No in-store announcements

 No music

 Priority queueing for customers dealing with autism as well as extra assistance upon request

 Till scan sounds lowered

 Autism assistance dogs always welcome

**Product list, on sale 2nd April 2019**

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| **Product** | **RRP** |
| Ear Defenders | € 12.99 |
| LED Projection Night Light | € 6.99 |
| Sand Table | € 19.99 |
| Wooden Puzzles | € 4.99 |
| Illuminated Salt Crystal Bowl | € 19.99 |

**For Further Information please contact:**

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