



PRESS RELEASE

#CalendarLíneaDirectaFoundation

LÍNEA DIRECTA FOUNDATION LAUNCHES A CHARITY CALENDAR ALONGSIDE OLYMPIC AND PARALYMPIC MEDALLISTS TO SUPPORT PEOPLE WITH BRAIN INJURY AND THEIR FAMILIES

- The calendar features 12 Olympic and Paralympic medallists from Tokyo 2020, who appear in the photos for each month alongside 12 members of the Spanish Brain Injury Federation (FEDACE).
- The action is a further show of the Línea Directa Foundation's ongoing commitment to disability inclusion, especially those resulting from traffic accidents, by giving them greater visibility and helping to raise awareness of this important issue within society.
- The calendar will be available on Amazon within a few days at a price of €10, with all proceeds going to FEDACE. The Línea Directa Foundation also plans to make an additional donation of €3,000 to the organisation, which has 46 affiliated entities and more than 11,400 members across Spain.
- Through this initiative, the Línea Directa Foundation wishes to draw attention to the outstanding work of FEDACE in supporting people with brain injury and their family members and calls on the public to donate what they can on the federation's website: https://fedace.org/donar_donacion.html.
- The project also relied on the generous support of Tres Cantos Town Council, which allowed the use of the various sporting facilities shown in the photographs.
- The calendar features Olympic medallists from Tokyo 2020 such as Alberto Fernández (Olympic shooting gold), Carlos Arévalo (canoeing silver) and Pili Peña (water polo silver). Representing the Paralympic contingent on the calendar are Sarai Gascón (swimming silver and bronze), Iván Cano (long jump silver) and Pablo Jaramillo (cycling bronze), among other athletes.

Madrid, 1 December 2021. Traffic accidents are one of the biggest causes of disability in our country, especially among young people. No surprise then that traffic accidents are the main cause of brain damage due to traumatic brain injury. Acutely aware of this, the Línea Directa Foundation has launched a **charity calendar to support the Spanish Brain Injury Federation (FEDACE)**, which seeks to improve the quality of life and social inclusion of people with this particular type of disability.

With this initiative, the **Línea Directa Foundation** is displaying its firm commitment to ensuring the **inclusion of people with disabilities** —particularly those resulting from traffic accidents— by giving them greater visibility and helping to raise awareness of this serious problem.

The charity calendar of the Línea Directa Foundation will be available on Amazon within the next few days at a price of 10 euros. All the proceeds will go to the Spanish Brain Injury Federation (FEDACE), which brings together 46 affiliated entities and has more than 11,400 members throughout Spain. Aside from the funds raised from calendar sales, the Línea Directa Foundation will make a direct donation of 3,000 euros to the organisation, whose mission is to improve the quality of life of people with brain injury and their family members.

Through this initiative, the Línea Directa Foundation wishes to draw attention to the outstanding work of FEDACE in supporting people with brain injury and their family members and is calling on the public to donate what they can on the federation's website: https://fedace.org/donar_donacion.html. The project also relied on the generous support of Tres Cantos Town Council, which allowed the use of the various sporting facilities shown in the photographs.

Elite sports people

The calendar features 12 Olympic and Paralympic medallists from Tokyo 2020, who appear in the photos for each month alongside 12 members of the Spanish Brain Injury Federation (FEDACE). The following athletes appear in the calendar:

- **Adi Iglesias**, Paralympic athletics gold and silver.
- **Alberto Fernández**, Olympic shooting gold.
- **Álex Sánchez**, Paralympic triathlon bronze.
- **Beatriz Ortiz**, Olympic water polo silver.
- **Carlos Arévalo**, Olympic canoeing silver.
- **Iván Cano**, Paralympic long jump silver.
- **Luis Miguel García-Marquina**, Paralympic cycling bronze.
- **Nico Rodríguez**, Olympic sailing bronze.
- **Pablo Jaramillo**, Paralympic cycling bronze.
- **Pili Peña**, Olympic water polo silver.
- **Rodrigo Germade**, Olympic canoeing silver.
- **Sarai Gascón**, Paralympic swimming silver and bronze.

Mar Garre, General Manager of the Línea Directa Foundation, remarked that "At the Línea Directa Foundation we are committed to the inclusion of people with disabilities, especially those caused by traffic accidents. Our aim with this latest action is to recognise the daily struggle and the desire to excel of both athletes and people with brain injury; values that help us to continue working towards better road safety".

Click here to see the "Making of" the calendar:

<https://youtu.be/tYwN7d3afY8>

Línea Directa Foundation

It is a non-profit institution that was created in 2014 with the aim of helping to build a better and safer society by promoting various initiatives with road safety as its main area of action. The Foundation was created by Línea Directa Aseguradora as a further show of its commitment to reducing traffic accidents.

For **more information**, please contact:

Fundación Línea Directa – <https://www.fundacionlineadirecta.org/>

Spanish Brain Injury Federation – Federación Española de Daño Cerebral (FEDACE)

The Spanish Brain Injury Federation (FEDACE) has been representing and supporting associations of people with brain injury and their families for more than 25 years. The Federation's mission is to support people with brain injury and their family members to help improve their quality of life and achieve their full inclusion within society. In Spain alone, there are more than half a million people with brain damage, whether due to stroke, traumatic brain injury or brain tumour, among other causes.

Website: <https://fedace.org/>

Línea Directa Foundation

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