



PRESS RELEASE

**THE MINISTRY OF THE INTERIOR RECOGNISES
THE LÍNEA DIRECTA FOUNDATION WITH THE
ORDER OF MERIT OF THE CIVIL GUARD**

- **The Línea Directa Foundation has been recognised by the Ministry of the Interior and the Director General of Traffic with the Silver Cross of the Order of Merit of the Civil Guard for its activity in favour of road safety and its firm commitment to the fight against road fatalities.**
- **This honour, which is awarded at the proposal of the Director General of the Civil Guard, is granted for actions or conduct of extraordinary importance that contribute to the prestige of the Corps or the general interest of the country.**
- **This is the second award that the Línea Directa Foundation has received from the Administration in recent years; in 2017, the Director General of Traffic awarded the organisation the Bronze Medal with Blue Badge for Road Safety Merit in recognition of its commitment to road safety.**
- **The goal of the Línea Directa Foundation is to contribute to the improvement of road safety in Spain. To achieve this, the organisation bases its activity on four main lines of action: dissemination, research, training and social action, always with the common denominator of fighting against traffic accidents.**

Madrid, 21 December 2021. The [Línea Directa Foundation](#) has been recognised by the Ministry of the Interior with **the Order of Merit of the Civil Guard**. This prestigious award, which was initially created as the Medal of Merit of the Civil Guard in 1976 and elevated to the category of Order a decade ago, is of a civilian nature and is awarded for actions or **conduct of extraordinary importance** that contribute to the prestige of the Corps or the general interest of the country.

This honour is awarded at the proposal of the **Director General of the Civil Guard** and has various categories depending on the circumstances of the activity of each person, organisation or institution recognised. The Ministry of the Interior has awarded **the Great Silver Cross** of this Order to the Línea Directa Foundation for its activity **in favour of road safety** and its commitment to the fight against road fatalities.

Under the slogan "**Road Safety. Here and Now.**", the primary goal of the Línea Directa Foundation is to promote safe driving habits in society. To achieve this, it has four lines of action: **raising awareness, research, training and social action**. Its main initiatives include the **Road Safety Journalism Award**, which aims to encourage the publication and dissemination of reports on road safety and which has already become one of the most important journalistic competitions in the country;

the **Entrepreneurs and Road Safety Award**, which supports entrepreneurship in this field; and numerous studies and research projects that analyse the most important aspects of driving and which obtain great repercussion and relevance in the media.

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In the words of **Miguel Ángel Merino**, CEO of Línea Directa Aseguradora and Vice-Chairman of the Línea Directa Foundation, "Receiving this award from the Minister of the Interior at the proposal of the Directorate General of the Civil Guard is a great honour for our organisation, not only because of its great prestige, but also because it is a great incentive to continue promoting road safety in society. At the Línea Directa Foundation we believe that road safety should be a priority for everyone in which government administrations, drivers, foundations, companies and victims' associations should join forces to put an end to a problem which, every year, forever marks the lives of thousands of people in our country."

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, promoting various initiatives with Road Safety as its main area of action. The Foundation was created by Línea Directa Aseguradora to take another step in its commitment to the fight against traffic accidents.

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

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