



LaLiga named Honorary Ambassador of the Spain Brand in International Relations

Madrid, 3rd March 2020. LaLiga, Ana Botin, Isabel Coixet, Carolina Marin, ONCE, Paradores, Francisco Mojica and Jose Luis Bonet comprise the eighth group of Honorary Ambassadors of the Spain Brand chosen by the Leading Brands of Spain Forum as part of an initiative to publicly recognise the people, companies and institutions that have made the largest and best contributions, with their exemplary professional backgrounds, to reinforcing a positive image of Spain abroad.

LaLiga, chosen in the International Relations category, was represented by its president, Javier Tebas, who, along with the rest of the honorary ambassadors, held a meeting with the royal couple before the ceremony to share the ambassadors' vision of Spain's international image in various spheres.

The other ambassadors were recognised in the following biennial categories: Ana Botin (Corporate Management), ONCE (Social Action), Isabel Coixet (Art and Culture), Red de Paradores (Tourism and Gastronomy), Carolina Marin (Sports), Francisco Mojica (Science and Innovation), and Jose Luis Bonet (Extraordinary Credentials).

In his speech, His Majesty King Felipe VI underscored the work of the ambassadors: "Today I would like to reiterate the fact that our collective present and future are also moulded by the people, by Spaniards: the biography of Spain is the biography of all of its men and women, and we must continue to build it with the participation and efforts of all. And in this endeavour, we can feel proud of these role models of Spanish society who are the Honorary Ambassadors of the Spain Brand, truly an example for everyone."

"Thanks to LaLiga and the agreements with the various broadcasters, hundreds of millions of people around the world can enjoy Spanish football. LaLiga contributes to showing the world our undeniable strength as a country, given that the teams we have here are among the best on the planet. However, that reinforcement of Spain's image also takes place through the power of football as a spectacle across the globe and through its inherent values as a sporting discipline, such as hard work, personal betterment, teamwork and collaboration," His Majesty King Felipe VI went on to say with regard to the work of LaLiga as International Relations Ambassador.

About LaLiga

LaLiga is a global, innovative and socially responsible organization, a leader in the leisure and entertainment sector. It is a private sports association composed of the 20 teams in LaLiga Santander and 22 in LaLiga SmartBank, responsible for the organisation of these national professional football competitions. In the 2018/2019 season, LaLiga reached more than 2.7 billion people globally. With headquarters in Madrid (Spain), it is present in 55 countries through 9 offices and 46 delegates.

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The association carries out its social action through its Foundation and is the world's first professional football league with a league for intellectually challenged footballers: LaLiga Genuine Santander.

Acerca de LaLiga

LaLiga es una organización global, innovadora y socialmente responsable, líder en el sector del ocio y entretenimiento. Es una asociación deportiva de carácter privado, integrada por los 20 Clubes/SAD de fútbol de LaLiga Santander y los 22 de LaLiga SmartBank, responsable de la organización de las competiciones futbolísticas de carácter profesional y ámbito nacional. En la temporada 2018/2019 LaLiga llegó a más de 2.700 millones de personas en todo el mundo. Con sede central en Madrid (España), está presente en 55 países a través de 9 oficinas y 46 delegados. La asociación realiza su acción social a través de su Fundación y es la primera liga de fútbol profesional del mundo que cuenta con una competición para futbolistas con discapacidad intelectual: LaLiga Genuine Santander.

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