



Bluewater



Today we're urging folks all around the world to switch off for one hour at 8.30PM to show they care about the future of our beautiful planet

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Bluewater Says 'Switch Off On Earth Hour Day'

Saturday 27 March is Earth Hour Day. It's one of the world's largest movements for our planet and something all of us at [Bluewater](#) strive to support in every possible way. So today we're urging folks all around the world to switch off their lights to show they care about the future of our beautiful planet – our shared home.

What's the point of Earth Hour?

Joining Earth Hour's annual switch off reminds us as individuals that even small actions can make a huge difference.

We agree with [WWF](#) when they write that when “we make changes in our own lives, and when we share that with others, we also inspire the people around us to change”.

It's really all about helping to grow a movement that businesses and governments can't ignore.

Is 2021 Earth Hour more important than usual?

Not really. But WWF believes 2021 is the start of an important decade for climate and nature action. This year, leaders from across the world will make decisions that will impact our futures.

We're optimists at Bluewater who believe that human ingenuity can be harnessed for the good of the planet and all living things. That's why we also agree with WWF that by 2030, nature and wildlife could be recovering all around us and we could have green jobs, cleaner air and a healthier future for the next generation.

And it's also why we've put the need for energy intensive single-use plastic bottles at the heart of our business and ensured our water purifiers consume the least amount of electricity necessary to deliver people really pure water to drink and wash with.

Every welcome to join the movement

Everyone has a part to play in making that happen. And it all starts with a single switch.

So why not join with us at Bluewater and turn off for an hour at 8.30 PM tonight, wherever you live? The stars will look sharp, pollution will go down, and you'll have made a powerful statement that will be seen from space.

Our founder, Swedish environmental entrepreneur Bengt Rittri, and all of us, thank you from the bottom of our hearts!

Founded 2013 in Stockholm, Sweden, Bluewater has set its sights on being the world's most planet-friendly water purification and beverage company by innovating and marketing disruptive hydration solutions for home, work, and play. Bluewater products are available globally to consumers, hotel and catering operations, event and venue organizations, and educational institutions. www.bluewatergroup.com[IG1]

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