



Bluewater



American Magic and Bluewater team up to avoid using thousands of single-use plastic bottles during the 2024 America's Cup in Barcelona, Spain

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## America's Cup Partnership Tackles Single-Use Plastic Waste with Sustainable Solutions

Stockholm, Sweden / Pensacola, FL, USA, December 16, 2024 – American Magic and Swedish water technology company Bluewater have teamed up to significantly reduce single-use plastic waste, avoiding the use of over 88,000 plastic bottles during training and competition for the 2024 America's Cup in Barcelona, Spain.



“Sustainability is a cornerstone of American Magic’s mission,” said Terry Hutchinson, President of Sailing Operations for American Magic. “By partnering with Bluewater and incorporating their advanced water purification systems into our gym, catering areas, and chase boats at our team base in Barcelona, we’ve significantly reduced our environmental impact while ensuring that our sailors and support team have access to clean, high-quality water that supports their health and performance.”

“Alongside our pursuit of excellence on the water, American Magic is extending its dedication off the water by choosing Bluewater’s hydration solutions to eliminate single-use plastics,” he added.

The collaboration continues as the team returns to its home base in Pensacola, Florida, where Bluewater systems are now in place. A state-of-the-art hydration unit has been installed on the team’s chase boat, and a multi-dispenser station has been set up in the gym and catering areas to support sustainable hydration practices for both the crew and staff.

“We’ve all come to appreciate the clean, fresh taste of Bluewater,” Hutchinson continued. “We’re excited to continue benefiting from their systems. Access to purified water supports our performance and aligns with our commitment to sustainability.”

Bluewater’s award-winning SuperiorOsmosis™ technology, considered the



gold standard in water purification, removes up to 99.7% of contaminants, including microplastics and harmful chemicals like PFAS. The system also reduces water waste by 80% compared to traditional reverse osmosis methods, offering a more eco-friendly solution.



“American Magic’s commitment to sustainability and the reduction of single-use plastics is especially significant given the scale of consumption at major sporting events like the America’s Cup, where hydration is critical,” said Bluewater founder and CEO Bengt Rittri, a prominent Swedish ecopreneur.

“We’re proud to have helped the NYYC American Magic team make this important environmental contribution. Our collaboration demonstrates how sports teams can lead by example, making a positive impact and contributing to a safer, more sustainable future for the planet,” Rittri added.

### **About Bluewater**

Founded in 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 people at home, work, and play. Bluewater Group products are available globally to consumers, hotel and catering operations, event and venue organizations, educational institutions, and for public dispensing. Learn more about our purpose-driven mission on our website [www.bluewatergroup.com](http://www.bluewatergroup.com)

For more information about Bluewater's solutions, visit <https://www.bluewatergroup.com> or contact Chief Press Officer Dave Noble at [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com)

### **About American Magic**

American Magic is building the high-performance sailing franchise in the United States with a dual mandate to win the America's Cup and elevate sailing in America. Formed in 2017, New York Yacht Club American Magic combines two highly successful American racing programs, Bella Mente Racing and Quantum Racing, with one of the most prestigious yacht clubs in the world. All are united by a determination to regain the America's Cup, reconnect the American sailing base with the premier event in the sport, and elevate the quality of competitive sailing in the United States.

For more information about American Magic, visit <https://www.americanmagic.com>

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