



Dockside Bluewater water stations help keep 52 Super Series crews and support staff safely hydrated with great tasting water while also protecting the oceans from single-use plastic water bottles

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## Bluewater helps 52 Super Series Grand Prix put sustainability words in action, saving thousands of single use plastic bottles from ending up in oceans during 2022 season

Stockholm, Sweden, February 6, 2023 – The thrilling 2022 edition of the 52 SUPER SERIES, the world's leading high-performance monohull circuit that takes place every year at key locations around the Mediterranean and European Atlantic coastlines, not only saw breath-taking competitive sailing but also increased effort to create awareness of the threats to marine ecosystems.

Sweden's Bluewater, a world leading water purification and beverage company, helped the sailing grand prix put its sustainability words into action by providing a unique hydration station to help end the need for single-use plastic bottles and to ensure sailors and support staff drank great tasting water as pure as nature intended.

The Bluewater filtration system, placed on site at each of the five 52 Super Series regatta's, proved hugely popular, according to the race organisers and was used by all sailing teams, organisers, and local operatives for their daily drinking water requirements. During the 2022 season over 16,600 litres of purified water was produced locally at source by Bluewater, which translates into having removed the potential need for over 30,000 plastic bottles.

"When Bluewater was founded ten years ago, we enshrined removing the need for single use plastic bottles and their shameful transportation at the very heart of our business mission," said Bluewater founder and CEO Bengt Rittri. He noted how over one million single use plastic bottles are produced every minute, with most ending up in landfill or being dumped in the oceans.

Sustainability was a central pillar of the 52 SUPER SERIES 2022 season, which collaborated for the first time with the Spanish multi-sport NGO Kick Out Plastic. The initiative brings together leading exponents from many different sports to speak out with one unified voice to help halt the climate emergency. The Series tie in with Kick Out Plastic engaged a wider audience, creating an awareness of the threats to our marine ecosystems around the racing venues that the circuit visits in the Mediterranean and on the Atlantic Coast – and internationally as the wider threat to the world's oceans are highlighted.

At each of 2022's five venues, the 52 SUPER SERIES sought to work with or publicise keynote local initiatives. One example was in Baiona, a fishing community in the province of Pontevedra in Galicia, Spain, which saw the circuit spotlight a project where the local fishing community work to remove debris from fishing

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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](http://www.bluewatergroup.com)<sup>[IG1]</sup>

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