



Staying hydrated is key to maintaining top athletic performance, so why not make sure you are hydrating with ultra-clean water

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## Bluewater helps Sanlam Cape Town Marathon reduce single-use plastic waste

Cape Town, September 16, 2019 – [Bluewater](#), a world leader in water purification technology and solutions, has helped the organisers of the Sanlam Cape Town Marathon supply purified drinking water from their innovative mobile water trailers to the near 14,000 runners and thousands of supporters lining the 42.2 kilometer (26.2 mile) route. Kenya's Edwin Koech won the men's marathon, with a time of 2:09.20, in near perfect conditions, while Celestine Chepchirchir won the women's marathon, clocking to set a new course record of 2:26.44.

Known as the “greenest marathon on earth”, the [Cape Town Marathon](#), which took place over 14 and 15 September, positioned Bluewater Trailers serving purified water refills at Saturday’s 12km and 22km trail running events, along the 42.2km marathon route and at the start/finish venue at Green Point Stadium.

In total over 4,200 litres of purified water were dispensed from the Bluewater Trailers, representing a reduction of 21 000 water sachets or 4,100 individual water bottles. This shows a year-on-year increase of 60% over the 2018 marathon at which Bluewater helped save the equivalent of 13 000 water sachets or 2600 individual water bottles at the event.

James Steere, Director of Bluewater’s operations in Africa, says: “We are proud to have again brought Bluewater Trailers to one of the premier sporting events in the country. We put sustainability at the heart of our business mission and are pleased to be making a difference in the drive to reduce the use of plastic at large-scale events such as this. We were particularly encouraged to see so many more runners committing to the refill movement this year.”

Bluewater Trailers can be placed in practically any location to deliver pure, chilled drinking water (still and sparkling). The trailers are powered by the Bluewater Pro water purifier, which is available for use in commercial and residential locations. The compact Bluewater Pro is able to deliver ultra-pure, clean water generated from almost any non-potable source, including brackish water, which makes it ideal for water scarce urban environments such as Cape Town.

For more information, please contact David Noble at [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com) or +44 7785 302 694

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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>[1]</sup>

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