



Bluewater



The 'beautiful game' soccer is a great team-building sport and Sweden's Gothia Cup brings together over 1,700 teams of young players from around the world regardless of colour, gender or religion.

Jul 19, 2018 11:47 EDT

Bluewater helps South African youth football team play at world's largest global football tournament – Sweden's Gothia Cup

Stockholm, Sweden, July 19, 2018 – A young team of South African footballers aged 16 to 18 played their hearts out for sporting glory in the world's largest football tournament, the [Gothia Cup](#), and advanced strongly before losing to a strong youth team from Germany. Competing against 1,700

other teams from 80 nations in mid-July in locations in the west coast city of Gothenburg, Cape Town's [Project Playground](#) team represents the pinnacle of sporting achievement and commitment, says Swedish drinking water innovations leader [Bluewater](#).

“In their journey to compete, the Cape Town Project Playground team have overcome challenges of training and funding to take part in an event with a mission statement that states it should be ‘a meeting place for the young people of the world, regardless of colour, gender or religion’,” said Bluewater President and Chief Strategy Officer Anders Jacobson.

He said Bluewater had stepped in to help the team fund the costs of traveling to Sweden because the company's reason for being embraces improving human and planetary health by harnessing human ingenuity to tackle issues of water scarcity and plastics pollution.

“We are a young Swedish company that has battled hard over five years to take our brand and unique Swedish-innovated products global and we could not resist stepping in to help the Project Playground team to travel to Sweden to compete,” explained Anders. He said aspiring sports kids and entrepreneurial companies often faced the same dilemma – overcoming cost, mental and physical stamina and other obstacles to achieve the potential.

Earlier this year Bluewater launched its global Imagine H2O Urban Drinking Water Scarcity Prize 2018 for entrepreneurs developing promising solutions related to Alternative Supply, Distributed Access and Delivery and, Ecosystem Health. The winners will be announced at a prize giving ceremony on Monday 27 August in the Swedish capital during Stockholm Water Week.

Bluewater also sponsors Sweden's aspiring Olympic swimming medallist Adam Paulson.

“Bluewater continuously strives to support young, promising athletes such as Adam Paulson and the Project Playground team to serve as ambassadors drawing attention to the importance of providing people everywhere access to clean water, which is a basic human right,” Anders Jacobson said.

Notes for editors

Project Playground is a registered non-profit organization active in South Africa, which has Princess Sofia of Sweden as its honorable chair of the board. Project Playground works exclusively with and for children from broken families, abusive family's and homes without electricity, without enough food, and without adequate shelter.

For more information or photography, please contact David Noble, Bluewater PR and Communications Director at david.noble@bluewatergroup.com or +44 7785 302 694.

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^[1]

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