



Adam Paulsson crawling at speed (photo credit Magnus Peterson)

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## Bluewater swim star Adam Paulsson gears for his next huge challenge, the European Swim Championships in Copenhagen, Denmark

Stockholm, December 8, 2017 – In just under a week, the European Swim championships start in Copenhagen, the Danish capital, and [Bluewater](#) swim star partner, Adam Paulsson will take on his biggest challenge of the year – competing for top ranking medal positions.

The European Swimming championship will be held at Copenhagen's Royal Arena, December 13 – 17. This event will be the nineteenth edition of the LEN European Short Course Championship where over 40 athletes will be crowned. Adam intends to be one of them.

[Adam Paulsson](#) says: “The European Championship is the highlight of the 2017 season and I am excited to compete and see what kind of results my intensive training this season has given me. I performed well at the recent Swedish Championship and I was not even at the peak of my game, so I'll give even more in Copenhagen. It's going to be great to compete against the rest of Europe's elite swimmers.”

Anders Jacobson, CEO and co-founder of Blue AB, Bluewater's holding company says: “Adam has shown to us in the past that he is on the right path toward exceeding his goals. Bluewater is excited to be by his side in his role as a model for younger athletes everywhere by being health conscious and working for a healthier planet.”

He said Bluewater's mission is to provide pure water to everyone and banish the need for single use plastic bottles. The aim behind sponsoring Adam is to help make people more aware that by improving their own health by using the likes of Bluewater water purification technologies, they can also contribute to a healthier planet.

Follow Adam at the European championship, where he will start with his main distance, 400 meters freestyle on December 13th, followed the day after by competing in the 400 meters medley and finishing with 200 meters medley.

For more information, please contact

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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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