



Perfect winds in the Stockholm archipelago for the Royal Swedish Yacht Club KSSS Sandhamn Regatta by Bluewater

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Fair winds and pure drinking water set perfect scene for annual Sandhamn Regatta by Bluewater

Stockholm, Sweden, August 9, 2020 – It was fair winds and perfectly pure drinking water for sailors taking part in the annual Sandhamn Regatta by Bluewater this past weekend. The regatta is one result of a unique partnership between the Royal Swedish Yacht Club, KSSS, and [Bluewater](#), which every year provides pure drinking water harvested from the Baltic Sea to the KSSS marina at Sandhamn, a holiday island jewel nestling in the archipelago outside the Swedish capital Stockholm.

One of the highlights of the Sandhamn Regatta by Bluewater, which this year marked the 190th jubilee of KSSS, as one of the oldest yacht clubs in Europe, was the Classic Boat Race, which included amazing classic twelve meter yachts

Sandhamn is a hugely popular venue for sailors during Sweden's summer months. And while good for the livelihood of the 100 or so full time residents of the island, the annual onslaught of hundreds of thousands of tourists spell near disaster for the local water supply from aquifers, which have been coming under threat from climate change. Three years ago, Bluewater stepped in with its unique water harvesting technology to provide the sailing community with fresh water pumped and purified directly from the Baltic Sea and distributed via unique water distribution stations.

"This year Sandhamn also saw Bluewater launch its own range of environmentally friendly BPA-free water bottles, available in both stainless steel and shatter-proof glass with silicon sleeves, as a means to end the need for the single use plastic water bottles that are partly responsible for the global plague of micro-plastics now in the water we drink, air we breathe and food we eat," said Bluewater spokesperson David Noble, communications director.

About KSSS

The [Royal Swedish Yacht Club](#) (KSSS) was founded in 1830. KSSS is Sweden's largest and the world's second largest sailing club with over 5,000 members, including over 2,000 juniors. Among the sporting achievements members have won 15 Olympic medals and victories in most major national and international sailing competitions over the years.

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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^[IG1]

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