



Bluewater



Sailing athletes showing their skills (and need for Bluewater hydration) in the 52 SUPER SERIES (Photo copyright to the 52 SUPER SERIES / Nico Martinez)

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Forget the plastic bottles: Bluewater helps sailing elite in 52 SUPER SERIES Cape Town events stay hydrated with fresh pure water

Cape Town, March 2, 2020 – High intensity offshore competitive sailing requires crews in tip-top physical and mental health – and staying well hydrated with absolutely pure water is crucial to performance. That’s why the elite teams in the 52 SUPER SERIES sailing events in Cape Town this March

will be relying on [Bluewater](#) to deliver its super clean drinking water from the company's iconic water trailers.

“Bluewater hydration support for the [52 SUPER SERIES](#) enters its third season as the event kicks off in Cape Town, South Africa, and the crews have come to rely on the brand's top quality water to stay hydrated while competing in fierce conditions,” said Sustainability Officer Christoph Kröger. The 52 SUPER SERIES is globally recognized as the world's leading grand prix monohull racing circuit and has a deep-rooted commitment to reducing its environmental commitment in partnership with their official sustainability sponsor 11th Hour Racing.

“Bluewater is world leading water purification brand helping people at home, in commercial operations, and on the go to access cleaner, safer water for drinking and washing. As water people we are horrified by the pollution of oceans by single-use plastic bottles and have committed ourselves to providing here and now alternatives that end the need for them and their global transportation”, said Bluewater founder and CEO Bengt Rittri.

Bluewater will be supplying the crews, who include Olympians, World Champions and America's Cup sailors, with purified water that has been remineralized to enhance health properties and taste from the iconic blue-and-white Bluewater trailer. The water will also be available to support staff and onlookers seeking to hydrate.

Record setting round-the-world sailor and Bluewater brand ambassador Dee Caffari has completed six laps of the planet and knows the importance of staying hydrated. Research shows just a 2% loss of hydration can reduce performance by up to 20% and Dee says this is bad news for any athlete as it reduces physical performance, cognitive ability and concentration.

“When sailing, we are often exposed to extreme weather and engage in short bursts of high intensity activity so it can be very easy to ‘forget’ to drink. It is not always easy to access the water you have onboard, so I always have a bottle filled with pure water in a pocket or somewhere on deck,” said Dee (Photo below, credit Jeremy Lecaudy).

The Odzala Discovery Camps 52 SUPER SERIES V&A Waterfront – Cape Town

runs from 2 to 6 March, followed by the Rolex TP52 World Championship Cape Town 2020 from 31 March to 4 April. This event doubles up as the 2nd round of the 52 SUPER SERIES.

Bluewater public hydration solutions have become a regular sight at sporting events around the world, including the Volvo Ocean Race, the Jacque Vabre Transat Race, Formula E, The Open and many more in South Africa such as the Cape Town Marathon.

For more information please contact Dave Noble, PR & 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^[IG1]

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