



Bluewater



A Bluewater hydration at this summers AIG Women's Open in Scotland

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## South African Sunshine Tour partners with Bluewater to ensure drinking water is not a health hazard

Capetown, South Africa, October 7, 2022 -- South Africa's [Sunshine Tour](#) is taking another major step towards environmental sustainability through a partnership with Swedish water innovation leader [Bluewater](#) that will significantly reduce the presence of single-use plastic water bottles at the tour's tournaments, and with a long-term plan to become one of the first major tours worldwide to incorporate this throughout its entire schedule.

Bluewater is a world leader in clean water technology and solutions. The company already collaborates with The R&A to provide its free-standing outdoor and indoor hydration stations for The Open.

As the first step in its long-term sustainability plan, a Sunshine Tour Bluewater hydration station will be in use at this week's new Fortress Invitational at the Ebotse Links, which tees off on Friday.

“As a golf tour we are in the business of working together with nature to ensure a successful product, and as such it's imperative that we do this responsibly,” said Thomas Abt, Commissioner of the Sunshine Tour.

“To achieve this we are actively putting in place a full sustainability programme and seeking world-leading partners for this that will incorporate our entire schedule as well as on the Sunshine Ladies Tour. The first step in this process is a water sustainability programme that we can roll out to all our tournaments, beginning with the Fortress Invitational.”

The hydration stations will be open to all golfers and members of the public who simply need to bring their own reusable bottles to the golf course in an effort to not only protect the environment, but also their own health.

“Microplastics have been found in both bottled water and tap water as well as in the bodies of adults and babies. Bluewater water purifiers have been shown to remove microplastics from water, thereby reducing risk of human contamination,” says Janneke Brasecke(photo below), General Manager of [Bluewater Africa](#).

### **Editors Notes Plastic Bottles and Plastic Waste**

- By 2050 estimates say that there will be more plastic in the sea by mass, than fish.
- There are over 1 million plastic bottles sold around the world every minute.
- Plastic bottles can take over 400 years to degrade in nature.
- Plastic waste has been found in the Mariana Trench, the deepest

part of the ocean, and microplastics have been found on the Pyrenees Mountains in Europe and the Rocky Mountains in America.

## About Bluewater

Bluewater is a world leader in innovating, manufacturing and commercialising water purification technologies and solutions for residential, business and public use that harness the company's patented, second-generation reverse osmosis technology. Bluewater water purifiers remove virtually all pollutants from water, including microplastic fibres, lead, bacteria, pesticides, medical residues, chlorine, and lime-scale.

[www.bluewatergroup.com](http://www.bluewatergroup.com)

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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>[IG1]</sup>

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