



Bluewater



Terry Hutchinson, Skipper and President of Sailing Operations of American Magic, the U.S. Challenger for the 37th America's Cup, aboard the chase boat supporting the crew of race yacht Patriot, including access to purified water.

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Bluewater Ensures New York Yacht Club American Magic Athletes Stay Properly Hydrated While on the Water at the 37th America's Cup

Barcelona, Spain, July 23, 2024 – Proper hydration is essential for peak performance and recovery, especially during long hours of training on the water, battling wind, waves, and intense heat. To ensure the sailors of [NYYC American Magic](#), the challenger for the 37th America's Cup, stay hydrated,

[Bluewater](#), a leader in water purification and beverages, has installed one of its high-performing compact water purifiers on its support chase boats. This provides crucial close-quarter support for the athletes on board their AC75 race yacht, Patriot.



Able to maintain high speeds of up to 50 knots or more, the chase boat carries spare sails, instant support equipment, and supplies, including great-tasting purified water provided on demand by Bluewater, American Magic's official water purification supplier. Bluewater has also supplied the entire American Magic team in Barcelona with sustainable stainless steel bottles, warranted to last a lifetime and designed to keep drinks cool or hot for hours on end.



Terry Hutchinson, Skipper and President of Sailing Operations of American Magic, the U.S. Challenger for the 37th America's Cup, noted that installing the Bluewater Spirit on the team's chase boat has significantly enhanced access to hydration for the entire crew.

“It's tough work on the water for our athletes and support crew, making proper hydration essential for maintaining peak physical and mental performance. We were delighted when Bluewater agreed to install one of their water purification stations on our chase boat, ensuring we have access to clean, purified water throughout our training and competitions,” said Terry Hutchinson.

Usually more at home in sleek kitchens in uptown apartments in New York, London, or Stockholm, the Bluewater Spirit purifier (photo below) has proven capable of delivering great-tasting water on demand and withstanding the pounding in some sea states as the powerful supply boat supports the crew on board 'Patriot', the American Magic racing yacht.



Terry added, “With an innovative application of its water purification technology and planet-friendly water bottles, Bluewater is positively contributing to our sustainability commitments by helping the team avoid single-use plastic water bottles.”

This unique collaboration between American Magic and Bluewater marks the first time a compact water purifier has been installed on a high-performance support boat designed to handle the most challenging sea states. It showcases the versatility and reliability of Bluewater’s technology even in extreme environments.

Bengt Rittri, the Swedish ecopreneur founder and CEO of Bluewater, said he was delighted that his company’s partnership with American Magic has spurred it to find new purification approaches.

“It’s an honor and inspiration to work with one of the top teams competing in the premier yacht racing tournament on earth,” Mr. Rittri said. “We’ve been overjoyed to provide extra magic to the American Magic athletes who can now enjoy great-tasting, cool water without chemicals or other contaminants.”



Mr. Rittri continued: “Through our partnership with American Magic, Bluewater is showcasing its commitment to innovation and sustainability in probably the most competitive sailing environment in the world. This partnership with American Magic not only demonstrates the brand’s capabilities in challenging environments but also underlines Bluewater leadership in providing hydration solutions for elite sports teams and beyond.

Spirit Highlights:

- Compact design: The Bluewater Spirit purifier is designed for small spaces, making it ideal for marine applications.

- Advanced filtration: The purifier utilizes Bluewater proprietary SuperiorOsmosis™ technology to remove up to 99.99% of contaminants, ensuring safe and great-tasting water on the go.

- Sustainability: Bluewater is committed to reducing single-use plastic waste by providing an eco-friendly alternative to bottled water.

For more information, contact Dave Noble, chief communications and public relations officer at Bluewater, at david.noble@bluewatergroup.com or call via WhatsApp: +44 7785 302694.

About Bluewater

Founded in 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

About New York Yacht Club American Magic

American Magic is building the high-performance sailing franchise in the United States with a dual mandate to win the America's Cup and elevate sailing in America. Formed in 2017, New York Yacht Club American Magic combines two highly successful American racing programs, Bella Mente Racing and Quantum Racing, with one of the most prestigious yacht clubs in the world. All are united by a determination to regain the America's Cup, reconnect the American sailing base with the premier event in the sport, and elevate the quality of competitive sailing in the United States.

Please visit AmericanMagic.com to learn more. Follow American Magic on Instagram [@AmericanMagicTeam](https://www.instagram.com/AmericanMagicTeam) and Facebook [@AmericanMagicTeam](https://www.facebook.com/AmericanMagicTeam).

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