



Ellie Aldridge says she is delighted to continue her work with purpose-driven Bluewater and the company's sustainability mission to end the need for single-use plastic bottles (Credit: FramesbyBen)

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BLUEWATER GROUP RE-SIGN WORLD-LEADING FORMULA KITE ATHLETE ELLIE ALDRIDGE

Sweden's global water and beverage innovator Bluewater has re-signed Team GB's leading Formula Kite athlete Ellie Aldridge as their brand ambassador for a further 12 months.

The 26-year-old became Bluewater's brand ambassador 12 months ago due to her commitment to promoting plastic-free clean seas and opposition to

single-use plastic bottles.

She will work closely with Bluewater to actively promote the brand's sustainability initiatives, create bespoke content for her social media platforms, , wear Bluewater-branded clothing, co-design her own recycled water bottles and represent the brand wherever she competes around the world.

“Aldridge is one of Formula Kite’s most successful international competitors with a deep-rooted passion for sustainability by ridding the planet of single-use plastic bottles,” said Bluewater founder and CEO, Bengt Rittri, one of Sweden’s leading environmental entrepreneurs.

Aldridge proudly says kite-sailing is closely involved with the two natural resources of water and wind, which makes it deeply connected to the environment and its life-giving elements making her work with Bluewater a perfect fit.

The British athlete now has her eyes firmly focused on representing Team GB at the 2024 Olympic Games in Paris, where the sport will make its debut, as she has recently been selected for Team GB.

Her role as a pioneer for the fastest sport at next year’s Olympic Games was confirmed by a raft of wins in the KiteFoil World Series in 2023 and she mostly recently won the 2023 European Championships on home waters off Portsmouth back in September.

“I am delighted to continue my work with Bluewater and can’t thank the purpose-driven Bluewater team enough. Working with such a sustainability pioneer is a great privilege. Their support has been priceless and I am excited about what is to come in 2024 both on and off the water, “ said Aldridge of her renewed partnership.

“Ellie is a huge ambassador for sport and the powerful role it can play in driving greater awareness, buy-in, and action around a more sustainable future for the planet and turning the tide on plastic pollution and related chemical contamination in the world’s oceans, rivers and lakes,” said Bluewater spokesperson Dave Noble, chief communications officer for Bluewater worldwide.

For more information on the renewed partnership, please contact Dave Noble at david.noble@bluewatergroup.com or +44 7785 302694.
www.bluewatergroup.com

About Bluewater

Bluewater has set its sights on being the world's most planet-friendly beverage company by innovating disruptive water purification technologies for home, work, and play. Providing drinking water generated and distributed at the point of use, combined with reusable stainless steel and glass bottles, is helping Bluewater to break the stranglehold of single-use plastic bottles and their unnecessary, polluting transportation. Bluewater products are available to consumers, hotel and catering operations, and event and venue organizations in Europe, the USA, the UK, China, Southeast Asia, the Middle East, and Africa. Bluewater has been honored with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award, and has been recognized for its sustainability efforts by numerous other publications.
<https://www.bluewatergroup.com>

About Bluewater and FloWater

Stockholm-based Bluewater and Denver, Colorado-based FloWater merged in early 2022, and share a mission of innovating solutions for eliminating single-use plastic water bottles and providing access to safe, purified and great-tasting drinking water for everyone. With their beverages, advanced water purification tech, water refill stations and sustainable bottle solutions, Bluewater and FloWater provide water free of heavy metals, 'forever chemicals' (PFAS), bacteria or viruses, microplastics and other contaminants to consumers, business, schools and large-scale sports events globally. Both Bluewater and FloWater have been honored with *Fast Company* "World Changing Ideas" awards, and featured in numerous leading media, including CNN, Forbes, Inc., The Hollywood Reporter, The Financial Times, and The Daily Telegraph.

For additional information, visit www.bluewatergroup.com and www.drinkflowater.com

Follow Bluewater for water-related news on [Facebook](#), [Twitter](#) and Wechat (Search ID: Bluewater). Journalists and bloggers can follow our press releases and blogs at <http://www.mynewsdesk.com/us/bluewater>. And everyone is welcome to enjoy our themed Bluewater music playlist on spotify at [BluewaterPure Radio](#).

Contacts



David Noble

Press Contact

PR & Communications Director

Public relations and corporate communications

david.noble@bluewatergroup.com

+44 7785 302 694