



American Magic, New York yacht Club entry in the 2024 America's Cup tournament in Barcelona, Spain

Jul 18, 2023 10:51 EDT

Bluewater partners as the Official Water Purification Supplier of New York Yacht Club American Magic, Challenger for the 37th America's Cup

Swedish water and beverage brand [Bluewater](#) is delighted to announce its return to the excitement of the [America's Cup](#) as the Official Water Purification Supplier of NYYC American Magic, Challenger for the 37th America's Cup. Bluewater previously supplied a water station at the 2017 America's Cup village in Bermuda.

“We are extremely proud to have partnered with the [American Magic](#) team competing for the world's foremost and most challenging sailing prize,” says Bluewater founder and CEO Bengt Rittri.

Bluewater supplies the American Magic team with the company's state-of-the-art water dispensers that use leading-edge patented technology that removes all known contaminants from water to ensure safer, healthier hydration. In addition, Bluewater has provided the racing team's athletes and support staff with exclusive, highly durable 800 ml sustainable bottles that keep liquids tasting great and hot or cold for up to 24 hours.

“When conditions get tough on the water, Bluewater's bottles – which we warranty to last a lifetime – are designed to handle whatever the toughest marine elements throw at them while keeping the sailors properly hydrated,” said Rittri. (photo below)

“We are proud to partner with Bluewater as our Official Water Purification Supplier for the 37th America's Cup. Their advanced water dispensers and sustainable bottles will be vital in ensuring our athletes stay hydrated during intense training and racing. Moreover, this partnership allows us to reduce the environmental impact caused by single-use plastic bottles,” said Terry Hutchinson (photo below), President of Sailing Operations and Skipper, NYYC American Magic.

Drinking purified water dispensed from Bluewater's public water stations for American Magic was successfully trialed at American Magic's US base test center in Pensacola, Florida, for six months during 2022 and 2023. An initial three dispensers have been installed at the crew team base and staff areas in Barcelona, Spain, where the 37th America's Cup drama will unfold over the coming months until the event takes place in September and October of 2024.

“The cutting-edge dispensers utilize Bluewater's unique SuperiorOsmosis technology to ensure users are served pure, delicious, and planet-friendly water on demand, avoiding the unsustainable transportation of plastic bottles and their costly collection and disposal,” notes Mr. Rittri. Bluewater water purifiers remove up to 99.7% of bacteria, viruses, microplastics, toxic chemicals, and other impurities as small as 0.0001 microns (about 400 times smaller than the smallest virus).

Bluewater's pioneering water purification technology and bottles solutions have become an increasingly common sight at major events like the British Open golf tournament, the Cape Town Marathon, the Ohana music festival, and countless others, including the COP27 Climate Action Innovation Zone in Sharm El-Sheikh, Egypt. Designed to help turn the tide on using single-use plastic bottles, Bluewater has developed a planet-friendly event ecosystem combining bottles, an eye-catching messaging platform, and digital signage options that helps event organizers replace any lost revenue from banning plastic bottle sales.

Bluewater has pledged to collect one kilo of plastic from a seashore for every one of its bottles that are sold. As a mark of its sustainability contributions, Bluewater was honored in 2022 by IQ Magazine, one of Europe's leading publications for the festival industry, with a 2022 Green Guardian award for its unique hydration solutions. IQ Magazine's judging panel of sustainability experts said Bluewater deserves to be recognized for 'the hard work it is doing to improve sustainability in the live entertainment sector.

"The ubiquitous pollution of our planet by single-use plastic bottles has led to a world where microplastics are in the air we breathe, the food we eat, and the water we drink and subsequently are being found in the human body, including lungs, blood, and digestive system, which is very, very scary," said Bengt Rittri.

Rittri added: "We want to thank American Magic for putting their faith in Bluewater hydration solutions as part of their commitment to not only help their athletes to hydrate with cleaner, healthier water but also create cleaner oceans free of plastic contamination for future generations."

For more information, please contact David Noble, Bluewater Chief Communications Officer, at david.noble@bluewatergroup.com or +44 778 530 2694 (also WhatsApp). 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, South-East 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 New York Yacht Club American Magic

American Magic is building a 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.

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