



Bluewater



UAE's Desert Vipers cricket franchise bowl out the need for single-use plastic bottles in unique planet-friendly partnership with Bluewater

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Bluewater Partners with Desert Vipers to Champion Sustainability in UAE's ILT20 Cricket League

Dubai, UAE, 22 January 2024 - [Bluewater](#), a global leader in water purification and beverage solutions, has announced its partnership with the [Desert Vipers](#), one of the prominent cricket franchises in the UAE's [DP World ILT20 league](#). The alliance aims to eliminate single-use plastic water bottles and promote sustainable hydration practices.

As the Official Hydration Partner and Sustainability Impact Partner, Bluewater has provided state-of-the-art water filtration units to the Desert Vipers. These units will be used by players, staff, and spectators at all three venues – Dubai, Abu Dhabi, and Sharjah. In addition, every member of the franchise team, such as fast-bowler Tymal Mills pictured below, has received a customised reusable stainless-steel Bluewater bottle with a lifetime warranty, replacing single-use plastic bottles.

“Water is a critical part of our lives, and it's even more important for athletes and professional sport. Our partnership with the Desert Vipers is a significant step towards a more sustainable future for cricket,” said Philip Russell, Managing Director of Bluewater's events division. “We're excited to demonstrate that it's possible to provide clean, healthy drinking water without contributing to the global plastic waste problem.”

The Viper's partnership aligns with the Bluewater mission to promote sustainable and responsible water consumption and reduce plastic waste. It also reinforces the company's commitment to improving access to clean drinking water globally and creating a positive impact on human health and the environment.

Commenting on the partnership, Desert Vipers Chief Executive Officer Phil Oliver said: “The issues of sustainability and climate change are central to all we stand for at the Desert Vipers and, with that in mind, we knew that our championing these issues that are fundamental to the planet was incompatible with our players and staff obtaining drinks from single-use plastic bottles.

“We are delighted to have found a solution through this partnership with Bluewater and we look forward to working with them throughout the tournament.”

In the coming weeks, Bluewater, its UAE master distributor NIA, and the Desert Vipers will continue to work together to promote sustainability and environmental responsibility in the sports industry. The partnership is expected to inspire other cricket franchises and sports organizations to adopt more eco-friendly practices.

For more information contact Dave Noble, Bluewater Chief Communications Officer, at david.noble@bluewatergroup.com or call +44 7785 302694.

About the Desert Vipers: The Desert Vipers are a cricket team that plays in the DP World ILT20, a six-team men's franchise tournament that takes place annually in the United Arab Emirates.

The Desert Vipers finished as runners-up in the inaugural edition, in January and February 2023, with a squad that included England batter Alex Hales, the tournament's top run-scorer and a player who made the first hundred in ILT20 history, and Sri Lanka spin bowler Wanindu Hasaranga, the leading wicket-taker in two editions of the ICC Twenty20 World Cup, in 2021 and 2022.

The Desert Vipers squad for the second season of the tournament has been bolstered by the inclusion of Pakistan trio Shaheen Shah Afridi, the country's newly appointed Twenty20 International men's captain, Shadab Khan and Azam Khan.

For further details of the Desert Vipers, visit the website at:
<https://www.thedesertvipers.com>

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. Discover more about Bluewater at <https://www.bluewatergroup.com>

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