



Bluewater reusable water bottles are bowling out the need for single-use plastic bottles at SA20 cricket matches

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Bluewater partners with South African sixBetway SA20 to bowl out single use plastic bottles in cricket league

Cape Town, February 5, 2024 – South Africa's Betway SA20 cricket league and water purification and beverage solutions innovator Bluewater have partnered to help end the need for single use plastic bottles and promote sustainable hydration practices.

“This partnership is a key first step towards creating a more sustainable and eco-friendly cricket league,” says Bluewater Africa General Manager Janneke

Brasecke (photo below).

Through the partnership, Bluewater will enable safe, healthy hydration for players, fans, and staff throughout the Playoffs and Final without contributing to plastic waste. Bluewater has provided state-of-the-art water filtration units for the three Playoff matches taking place from 6-8 February at Newlands and Wanderers and at the Final on 10 February. These units will be used by players in the dugouts at all matches, with every member of the qualifying teams receiving a customised reusable stainless-steel Bluewater bottle with a lifetime warranty, replacing single-use plastic bottles.

Betway SA20 League Commissioner, Graeme Smith, League commissioner described the move as an important step towards making the League a sustainable event: “We are excited to take our first step towards reducing the use of single-use plastic at the Betway SA20. This partnership helps us ensure that we are committed to both improving access to clean drinking water amongst our participants, attendees and contractors as well as 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.”

Janneke Brasecke added: “Professional sport has a unique opportunity to drive both awareness and action on planet-wide sustainability challenges. With the alarming reliance on single-use plastic bottles still so apparent at many events and venues around the world, this is a bold and important step by Betway SA20 to demonstrate there is now a real and present solution for providing sustainable and healthy hydration at cricket events without harming people and planet.

“We are stoked to be launching this collaboration with Betway SA20 and we hope it inspires many other events and venues to follow suit in ending the stranglehold of plastics in sport,” Brasecke concluded.

Season 2 of the League has reached fever-pitch, with four teams remaining on the journey towards crowning the 2024 Champions.

Durban's Super Giants and Sunrisers Eastern Cape will battle it out in Qualifier 1 on 6 February, with Paarl Royals and Joburg Super Kings fighting out the Eliminator on 7 February.

About Bluewater

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^[IG1]

[@David Noble | Bluewater Group](#) Can we update the About us part to follow our latest brand book: **About Bluewater:**^[IG1]

In a world drowning in unhealthy drinks and throwaway choices, there's an opportunity to be different. With Bluewater, you're no longer buying a drink; you're making your own. You're choosing health over harmful ingredients. You're saying no to waste and yes to taste. Here's to a drink that truly matters, and here's to you – our Bluewater community. To learn more visit 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](#).

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