



Bluewater



Kite sailing star Ellie Aldridge, a Bluewater sailing and sustainability ambassador, is going for gold at the Paris Olympics in 2024 (Credit: Mark Lloyd)

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Bluewater Sports and Sustainability Ambassador Ellie Aldridge to Represent Great Britain at Paris Olympics in Women's Kite Class

LONDON, October 17, 2023 - Bluewater, a leading sustainable water solutions provider, is proud to announce that Ellie Aldridge, their Sports and Sustainability Ambassador, has been selected as the sole representative for Great Britain in the women's kite class at the Paris Olympics in 2024. This

new fast and furious sailing discipline, introduced for the first time at the Olympic Games, has garnered significant attention within the sailing community and beyond.

Just two weeks ago, Aldridge achieved a historic victory by securing the European title in the women's kite class. Her consistent performance and unwavering determination have earned her the coveted opportunity to represent her country on the world stage.

As a passionate advocate for sustainability, Aldridge's journey aligns seamlessly with Bluewater's commitment to a more sustainable future. Her selection for the Paris Olympics showcases her exceptional talent and highlights the importance of athletes who are champions in both sport and environmental stewardship.

“We are incredibly proud of Ellie and her remarkable achievements,” says Dave Noble, chief communications officer at [Bluewater](#). He said her selection as the sole representative for Great Britain in the women's kite class at the Paris Olympics further demonstrates her dedication, talent, and the recognition she has accomplished within the sailing community.

Ellie Aldridge (photo below) commented: “I have really enjoyed working with Bluewater over the past year, and I love being part of such an exciting brand that shares the same environmental beliefs. This year has been great, but I think 2024 can be even better!”

Bluewater founder and chief executive Bengt Rittri said 26-year-old Aldridge's accomplishments have resonated within the sailing community and captivated media and the general public alike.

“As she prepares to compete on the grandest stage, Aldridge's sporting and environmental journey inspires and motivates future athletes, encouraging them to pursue their dreams while actively contributing to a sustainable planet,” he said.

For more information about Bluewater and its commitment to sustainability, please contact David Noble at David.noble@bluewatergroup.com or +44 7785 302 694.

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

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