



Artemis Racing's team in the Red Bull Youth America's Cup Challenge gear up for some exciting sailing

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Bluewater Supports Artemis Youth Racing Team During America's Cup On Bermuda

Bermuda, 15th June 2017 – Sweden's [Bluewater](#) water purification company is supporting the sustainability efforts of Sweden's America's Cup challenger, Artemis Racing, and today announced, that it will increase its commitment to Swedish sailing by supporting Artemis Youth Racing's entry in the Red Bull Youth America's Cup.

Both Artemis Racing and Bluewater share the same sustainability-driven

commitment to battle the use of single-use plastic water bottles, which the elite Swedish sailing team have sought to banish from their training base on the island of Bermuda. Stockholm-based Bluewater is helping Artemis Racing to deliver on its mission by purifying the water the base camp uses for drinking, cooking and washing.

'Artemis' is an ancient Greek goddess, who is both a hunter and the protector of nature. Artemis Racing is living up to that reputation by recycling all waste, banning the use of single-use plastic bottles, and harvesting the rainwater using Bluewater's advanced water purifiers for drinking, washing and cleaning purposes at its waterside Bermudian base.

Bluewater has now increased their support becoming Official Partner of Artemis Youth Racing, the Swedish representative for the Red Bull Youth America's Cup. Bengt Rittri, founder and Executive Chairman of Bluewater, said the company was pleased to be supporting the next generation of sailors in an event that represents 'the pinnacle of competitive sailing and human sporting endeavour and allies that with sustainability goals'.

The second Red Bull Youth America's Cup will take place this summer, in parallel alongside the America's Cup in Bermuda. Twelve teams of young, promising sailors from all around the world will compete in the foiling catamarans (AC45F), as raced by the America's Cup teams during the Louis Vuitton America's Cup World Series.

Almost a year ago, Artemis Racing and the Royal Swedish Yacht Club invited young and promising sailors to a selection camp in Grötö, to identify Sweden's top young talent. 25 sailors attended the trials, and just 8 made the national cut. Amongst these were Rasmus Rosengren, who was given the prestigious assignment as helmsman, and Julius Hallström, who was given an internship with Artemis Racing and has become part of the senior sailing squad as a Grinder. Julius is just 20 years.

The competition will be fierce: over 20 top youth sailing teams applied for an entry and the teams taking part represent the best young sailing talent worldwide.

Olympic champion, Fredrik Lööf, who is coaching the young Swedes commented, "We have an incredible bunch of guys, fantastic to work with, and we're really looking forward to starting racing".

The teams will race in a Qualifying Series of fleet races to determine the top eight who will face off in two days of racing scheduled during the week between the final weekends of the America's Cup Match, presented by Louis Vuitton.

Artemis Youth Racing:

Marcus Anjemark, KSSS/ Rådasjön SS

Julius Hallström KSSS

Fritiof Hedstrom GKSS

Marcus Höglander GKSS/ Värmdö JS

Eddie Klemets Vänersborgs SS

Axel Munkby GKSS/ HjäBK,

Gustav Pettersson, KSSS/ Sölvesborg OTS

Rasmus Rosengren KSSS/ Malmö SS

Teams participating in the Red Bull Youth America's Cup:

Group A:

Artemis Youth Racing (Sweden)

Team France Jeune (France)

Kaijin Team Japan (Japan)

Youth Vikings Denmark (Denmark)

Team Tilt (Switzerland)

SVB Team Germany (Germany)

Group B:

Team BDA (Bermuda)

NZL Sailing Team (New Zealand)

Land Rover BAR Academy (Great Britain)

Spanish Impulse by Iberostar Team (Spain)

Next Generation USA (USA)

Candidate Sailing Team (Austria)

Schedule Red Bull Youth America's Cup:

June 12th – June 13th : Qualifying Racing Group A

June 15th - June 16th : Qualifying Racing Group A

June 20th – June 21st : Red Bull Youth America's Cup Final Series

Where to watch:

The Red Bull Youth America's Cup will be available to view LIVE on, or on

mobile devices via the America's Cup app.

The Red Bull Youth America's Cup Finals will be also be streamed live on Red Bull TV. Red Bull TV is available on connected TVs, gaming consoles, mobile devices and more. For a full list of Red Bull supported devices visit this page.

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For more information, please contact David Noble, head of Bluewater PR & Communication, +44 7785 302 694 or david.noble@bluewatergroup.com

Bluewater is a world leading water purification company with its global headquarters in Stockholm, Sweden. Bluewater innovates, manufactures and comercializes compact water purifiers that harness the company's patented reverse osmosis technology to remove virtually all pollutants from tap water, including lead, bacteria, pesticides, medical residues, chlorine and lime-scale. Please visit us at www.bluewatergroup.com

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