



Thirsty for new successes on the water, British Formula Kite Olympic hopeful Ellie Aldridge signs as Bluewater Brand Ambassador (Photo Credit: Mark Lloyd)

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## Healthy Hydration Brand Bluewater Announces Kite Foiler Ellie Aldridge as Official Global Brand Ambassador

Stockholm, Sweden, September 27, 2022 – British Formula Kite Olympic hopeful [Ellie Aldridge](#) has been named as an official worldwide brand ambassador of [Bluewater](#), a global beverage company and world leader in innovative hydration solutions for top sporting and other events, festivals and venues.

As Bluewater continues its rapid growth as a significant global hydration force, Aldridge (photo above and below) is now teaming up with the brand that fully aligns with her own commitment to end the use of throwaway plastic bottles. The partnership is geared to last at least two years and will hopefully see the British Sailing Team sportswoman successfully represent Team GB at the 2024 Olympic Games in France.

Under the partnership Ellie will appear at relevant Bluewater events, support Bluewater in its anti-single use plastic bottle messaging via social media and publicity, and showcase Bluewater branding on her training and competition and racing equipment where possible.

Ellie's status as a one of kite foiling's most successful international competitors and a pioneer for the sport has been confirmed by a raft of wins in the KiteFoil World Series and other events where she regularly places in the top three.

"Kite foiling is grippingly fast and furious and not for the faint-hearted, but it is also all about enjoying a sport that embraces getting closely involved with the two natural resources of water and wind which makes it deeply connected to the environment and its life giving elements," said Ellie, with a broad smile. She added that nothing angers her more than seeing the plastic litter that frequently pollutes ocean waters in so many parts of the world where she competes.

Bluewater founder and CEO, Bengt Rittri (photo above), said: "As a company that has put ending the need for single-use plastic bottles at the very heart of our business, the new relationship with Ellie Aldridge is a landmark moment for us. At a time as we evolve as a company hydrating people in their homes, workplaces and at public events, festivals and venues, Ellie represents a new, younger generation of sporting athletes who captivate fans with their brilliance, commitment, and love for a healthier planet."

Bengt added: "With the honours she has already achieved, we believe Ellie is on a path to greatness in a thrilling new sport built on speed, commitment to excellence, and an authentic thirst shared with us at Bluewater to leave the planet a cleaner place for future generations. We cannot wait to build the partnership with Ellie to help in stopping the insanity of a million single-use bottles being produced every minute with most ending up in landfills or the oceans."

For more information, please contact David Noble, Bluewater PR, Communications and Events Director at [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com) or +44 7785 302694. [www.bluewatergroup.com](http://www.bluewatergroup.com)

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## 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](http://www.bluewatergroup.com) and [www.drinkflowater.com](http://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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