



The Bluewater 'Wall of Water' with digital signage screen and five bottle refill dispensers at the 2023 AIG Women's Open, Walton Heath, Surrey, England

Aug 09, 2023 12:30 EDT

What do the world's top women professional golfers, an English singer-songwriter sensation, and unmatched planet-friendly water stations have in common? A thoroughly modern 2023 AIG Women's Open is the answer.

Bluewater, the Swedish-based innovator of world-leading sustainable water purification and beverage solutions for use at home, work, and play, will be

providing purified water on demand to the thousands of golf fans visiting the [2023 AIG Women's Open](#) at England's outstanding Walton Heath Golf Club in Surrey, close to London, from August 9 – 13. A new highlight of the sporting spectacle will be a Saturday evening concert by English singer-songwriter superstar, and BRIT Award winner, Ellie Golding, who, as the first music artist to perform at the AIG Women's Open, says she is a huge champion of elevating women's sport.

“We are hugely honored at Bluewater to be providing premium and sustainable hydration solutions for one of the world's top sporting and entertainment events, featuring the superstars of women's professional golf, a global music superstar like Ellie, and the thousands of amazing fans who follow the inspiring women competing in the championship,” said Bluewater founder and CEO Bengt Riitri (photo below), one of Sweden's leading environmental entrepreneurs.

[Bluewater](#) has created a unique ecosphere of point-of-consumption water purifiers and refillable stainless-steel bottles, which enable forward-looking event organizers to end their historical reliance on single-use plastic bottles and the environmentally damaging implications of their use.

Bluewater has equipped nine different locations across the Championship at the iconic Walton Heath venue with its pioneering water purification and dispensing solutions. A key highlight will be the 'Wall of Water' in the main spectator village, fully branded in the championship's own vibrant visual identity and featuring a 55” high-bright TV screen with customized digital content for fan engagement.

Specially developed for the world's leading events and venues to combine a mass drinking water dispensing solution with a unique brand activation platform, Bluewater's Wall of Water provides unmissable communications opportunities with a strong sustainability focus.

“Events like the AIG Women's Open are sustainability frontrunners demonstrating that hydration at major events can be successfully delivered at scale without the need for the throwaway plastic water bottles that are threatening planetary and human health,” added Mr. Riitri.

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

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, South-East 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 also been recognized for its sustainability efforts by numerous other publications. <https://www.bluewatergroup.com>

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, South-East 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 also been recognized for its sustainability efforts by numerous other publications. <https://www.bluewatergroup.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

Contacts



David Noble

Press Contact

PR & Communications Director

Public relations and corporate communications

david.noble@bluewatergroup.com

+44 7785 302 694