

Bluewater and Volvo Ocean Race give away drinking water during Race stopover in Hong Kong help banish plastic pollution!

Bluewater treats visitors to the Volvo Ocean Race village stopover to free purified drinking water to avoid plastic bottles use.

HONG KONG, CHINA, January 19, 2018 /EINPresswire.com/ -- Visitors to Hong Kong's iconic Kai Tak Runway Park during the visit by the Volvo Ocean Race over the next two weeks will be in for a tasty and healthy surprise. Global water solutions company [Bluewater](#) and Volvo Ocean Race have created three unique public hydration stations to provide visitors complimentary drinking water free of contaminants and to help stop the need for environment-unfriendly single-use plastic bottles.

"The Volvo Ocean Race is the largest sailing event on earth that aims to protect ocean health, something we endorse as the Race's official water provider and Sustainability Partner and contribute towards by providing free access to water as pure as nature intended," said Anders Jacobson, co-founder and CEO of Blue AB, the company that owns Bluewater. Blue and Bluewater are the brainchild of Swedish environmental entrepreneur Bengt Rittri, who sold his global Blueair air purifying business to Unilever one year ago.



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Anders Jacobson

Noting Bluewater has innovated the world's most advanced [water purifiers](#) for home, business and public water distribution uses, Anders said the company is official water provider to the Volvo Ocean Race and a Sustainability Partner as a direct result of its mission to provide access to clean water to people everywhere and help end the scourge of ocean plastic pollution.

"The Volvo Ocean Race is a 'wow' event that attracts public interest and media coverage. We want to leverage that to demonstrate how we've put sustainability and planetary and human health at the core of our business with water purification solutions based on human ingenuity that address the issue of

water quality access and plastics pollution" Anders said. Anders will also be a speaker at the Volvo Ocean Race Ocean Summit in Hong Kong where the worlds of sport, industry, government and science will showcase innovative solutions and announcements to combat the global crisis of ocean plastic pollution.

Anne-Cecile Turner, Sustainability Programme Leader for the Volvo Ocean Race, said: "By supplying clean drinking during the Hong Kong stopover, Bluewater are helping us to reduce the impacts single-use plastic bottles are having on the health of our Oceans. So far, we have avoided the use of 85 000 single-use plastic bottles, during the first three stopovers, by providing free drinking water.

"Through the Ocean Summits and the sustainability measures implemented during Race stopovers we are making a significant impact and leaving a valuable legacy, something that we will continue to do in Hong Kong."

Bluewater water stations harness patented second-generation [SuperiorOsmosis™](#) technology that ensures unmatched purification efficiency, operating capacity and service life while delivering up to 8,000 liters of water a day from the tap. Bluewater's technology removes contaminants such as toxic metals, chemicals, micro-plastics, pharmaceutical residues, micro-organisms and other harmful substances and particles down to 0.0001 microns.

Founder Bengt Rittri said Bluewater is reimagining point-of-use water delivery: "Our culture has created a vicious cycle, where, rather than addressing water treatment and infrastructure, we've normalized the use of single-use plastic bottled water for much of our water intake, which creates a huge waste stream that further pollutes the compromised water supply."

Studies show only nine percent of single-use plastic is recycled globally, and a study from Orb Media in the USA found that 93 percent of U.S. tap water contains plastic strands, or micro-plastics. Bengt believes the health of the planet 'demands imaginative thinking to halt the vast tide of plastic waste that sees over one million plastic bottles being sold every minute and less than nine percent recycled'.

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

Bluewater's full range of water purifiers are available in Hong Kong from Top Clean House, No.169 Gloucester Road, Wan Chai, Hong Kong - Phone: +852 2345 8801 Email: patrick@topcleangroup.org

<http://www.cleanwaterhk.com>

About Bluewater

Bluewater is a world leading water purification company with its global headquarters in Stockholm, Sweden. Bluewater innovates, manufactures, and commercializes 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 <http://www.bluewatergroup.com>.

About the Volvo Ocean Race

The Volvo Ocean Race is sailing's iconic race around the world and the ultimate test of a team in professional sport. More than 2,000 sailors have taken part in 12 previous editions dating back to 1973, when the race began life as the Whitbread Round the World Race. The 2017-18 edition started from Alicante, Spain on 22 October and will finish in The Hague, Netherlands in June 2018. The race course covers 11 legs over 45,000 nautical miles - or more than 83,000 kilometres - and takes in 12 major cities on six continents. The Volvo Ocean Race Sustainability Programme, in conjunction with

Sustainability Partners 11th Hour Racing, the Mirpuri Foundation and our other main partners, Volvo, AkzoNobel, Ocean Family Foundation, Stena Recycling and Bluewater is taking action to prevent plastics polluting our seas by maximising our impact at host cities, minimising the footprint of our Race Villages and providing inspiration so we are able to leave a positive legacy for the future health of our oceans. The programme is also a proud supporter of the United Nations Environment's Clean Seas campaign.

For more information please visit: <http://www.volvooceanrace.com/sustainability>

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