



Kite sailing is both fast and furious. (Credit Lloyd)

Oct 17, 2023 14:23 CEST

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

Bluewater, a leading sustainable water solutions provider wholly owned by Blue AB, 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 David 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 (above) 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.

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>

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

About Blue

Headquartered in Stockholm, Sweden, Blue is an investment company that serves as a catalyst for innovations that can solve some of the major challenges facing our planet and all living on it. Blue's mission is to find, engage with, invest in and support entrepreneurs, innovators and businesses driven by the desire to deliver tangible, sustainable solutions that can benefit human wellbeing and planetary health. www.blueab.se

Contacts



David Noble

Press Contact

PR & Communications Director

Public Relations & external and internal communications

dn@blueab.se

+447785302694