



## **NEWS RELEASE**

### **BADMINTON WORLD FEDERATION UNVEILS ELO WATER PARTNERSHIP**

*Singapore, 26 March 2018* – ELO Water was unveiled as Official Water for the Badminton World Federation (BWF) Major Events including the TOTAL BWF World Championships, TOTAL BWF Sudirman Cup, TOTAL BWF Thomas & Uber Cup Finals and the HSBC BWF World Tour Finals for the next four years.

In 2018, the TOTAL BWF Thomas & Uber Cup Finals will take place from 20 to 27 May in Bangkok, Thailand, the TOTAL BWF World Championships in Nanjing, China from 30 July to 5 August, and the HSBC BWF World Tour Finals in Guangzhou, China from 12 to 16 December.

As one of the fastest racquet sports, badminton is demanding on speed, strength and endurance. Oxygen-rich ELO water, which has been tested to produce measurable increase in tissue oxygen levels, is an ideal water for players to maintain their peak sports performance.

Ms Olivia Lum, Executive Chairman and Group Chief Executive Officer of Hyflux Ltd, said, “ELO Water is honoured to be the Official Water for BWF Major Events and World Tour Finals for the next four years. Some sports enthusiasts have shared with us that drinking ELO Water improves their sports performance and provides faster recovery from muscle fatigue. This makes ELO Water an ideal drink for badminton players to maintain peak performance. We hope that through this sponsorship, your athletes will discover the benefits of ELO Water, not just for sports performance but also for personal health.”

In welcoming ELO Water to the BWF’s global family, BWF Commercial and Communications Director, Mr Owen Leed noted, “This association is a perfect fit as ELO Water provides enhanced oxygen supply to muscle tissues, from which our players at all levels will benefit.”

“Badminton is an extremely demanding sport – both physically and mentally – and I am sure that ELO’s presence at our tournaments will be highly appreciated.”

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*Ms Olivia Lum, Executive Chairman and Group Chief Executive Officer of Hyflux Ltd and Mr Owen Leed, Commercial and Communications Director of Badminton World Federation at the signing ceremony, Hyflux Innovation Centre, Singapore*

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## **About ELO Water**

ELO Drinking Water's unique composition and qualities are backed by more than 10 years of water science. Safe and additive-free, ELO Water has been tested to produce measurable increase in tissue oxygen levels. Unlike oxygenated water that rapidly loses their oxygen to the atmosphere, ELO Water is not made by pumping oxygen into water. Instead, the oxygen-rich water is produced via a proprietary process where oxygen exists in a stable and bound form that can be beneficially harnessed by the body.



ELO Water is a product from one of the main product lines that forms HyfluxShop, the consumer arm of Hyflux Ltd. A specialist in water treatment and among the top global desalination plant providers, Hyflux is distinctive in its ability to address the challenges at every point of the water value chain. The Group has expanded its offerings to include power generation and waste-to-energy.

For more information, please visit:

Website: [www.elowater.com](http://www.elowater.com)

Facebook: <https://www.facebook.com/elowaterofficial>

### **About Badminton World Federation**

The Badminton World Federation (BWF) is the international governing body of the sport of badminton, recognised by the International Olympic Committee and the International Paralympic Committee. It was originally the International Badminton Federation (IBF) which was founded on 5 July, 1934, before being rechristened the Badminton World Federation in 2006.

The purpose and objectives of BWF include regulating, promoting, developing and popularising the sport of badminton throughout the world and organising, conducting and presenting international events at the highest level.

The BWF's vision is to make badminton a leading global sport accessible to all – giving every child a chance to play for life. Its mission is to lead and inspire all stakeholders; to deliver entertainment through exciting events to drive fan experience, and to create innovative, impactful and sustainable development initiatives.

BWF has its headquarters in Kuala Lumpur, Malaysia, with 189 member associations worldwide.

Poul-Erik Høyer is the BWF President and Thomas Lund is the BWF Secretary General.

Websites: [www.bwfbadminton.com](http://www.bwfbadminton.com) and [www.bwfcorporate.com](http://www.bwfcorporate.com).

Facebook: <https://www.facebook.com/bwfbadminton>



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