



HARROGATE SPRING WATER ANNOUNCED AS OFFICIAL SPRING WATER SUPPLIER AT ASCOT RACECOURSE

9th February 2015

Harrogate Spring Water has today announced that it has signed a three year deal with Ascot Racecourse to be its Official Spring Water Supplier.

The supply agreement formally starts on 14th February 2015 – Ascot’s next race day - and brings together two well respected British institutions. The sponsorship arrangement will include a Harrogate Spring Water sponsored race as well as branding on site, print advertising in racecards, in souvenir brochures and in the Royal Ascot Magazine.

Still and sparkling Harrogate Spring Water will be available across all bars, restaurants and fine dining sites in PET and glass on all 26 race days in 2015, including Royal Ascot.

The deal between the original British bottled water brand and the world’s most prestigious racing festival marks the start of a major integrated consumer campaign for Harrogate Spring Water, which includes sports sponsorship, advertising, social media and public relations activities.

James Cain, Managing Director at Harrogate Water Brands, said:

“Ascot race days are internationally celebrated events, quintessentially British and synonymous with elegance and style; this sponsorship is a perfect fit for both brands.

“Sponsoring at the racecourse is the first major step in our 2015 consumer campaign and will help reinforce our position as the UK’s number one premium bottled water brand.”

Juliet Slot, Commercial Director at Ascot, looked forward to the new relationship:

“We are delighted to welcome Harrogate Spring Water to Ascot. As a brand with refined heritage and spa origins dating back to 1571, the alliance perfectly complements Ascot’s 300 year heritage as a national institution, providing the ultimate stage for the best racehorses in the world.”

Harrogate Spring Water was discovered in Harrogate in 1571 and is the first British bottled water brand.