

VisBlue now sponsors the 49erFX sailors Ida Marie Baad and Marie Thusgaard

49erFX Olympian prospects, Ida and Marie, are free of financial worries with a new sponsorship from VisBlue. The sponsorship makes it possible for the girls to focus one hundred percent on their training ahead of this summer's World Championships in Aarhus.

With a significant sponsorship from VisBlue, the 49erFX girls have reached an essential milestone in financing their Olympic campaign for the 2020 Olympics in Tokyo. The collaboration is a great match for both VisBlue and Ida and Marie.

Marie Thusgaard states of the new collaboration:

"We are incredibly proud to have VisBlue on board. VisBlue is a great match both with us and our additional sponsors, LINDBERG and Kamstrup, that are beacons in the business community of Aarhus. The collaboration with VisBlue means that we don't have to worry about finances in 2018. This has taken a substantial load off our minds and we are now recharged with energy focusing on giving it all we've got in our preparations for the World Championships this summer. We are looking very much forward to presenting a united "49erFX Team Aarhus" when Denmark's biggest yachting event takes place at the beginning of August in the bay of Aarhus".

Shared set of values

The collaboration between the two parties isn't just a "marriage of convenience". VisBlue and Ida and Marie share a lot of mutual values especially when it comes to making use of the resources that nature provides.

"It is super cool that VisBlue makes a battery solution that supports renewable energy. It matches our own values", says Marie.

Kim Christensen, member of the VisBlue board, tells of the shared value set and the collaboration with the sailors:

"Yachting is a natural partner for VisBlue that we share both feedstock and values with. VisBlue has the potential to become one of the major players within green energy storage and in this relation, we see a great match with the sailors Ida and Marie. They have shown that with talent, knowledge and a tireless energy supply it is possible to evolve from a modest idea to Olympian potential in just a few years. This, in a sport that is based on the ability to utilize nature's resources – water and wind - to the fullest. VisBlue is on the same track and we view the World Championships in Aarhus as a favorable opportunity to market and sell Visblue's products".

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