Driving water awareness at Made in HimmerLand **23-Sep-2024**

 **Grundfos will host its very own competition during this year’s Made in HimmerLand. To raise awareness of global water challenges and the UN’s Sustainable Development Goal 6, Grundfos will award one golfer DKK 100,000, which can be donated to one of the Danish Red Cross’ three water projects.**

**Bjerringbro, Denmark, May 26, 2021:**

Professional golfers from all over the world will soon tee off at the Made in HimmerLand tournament, which takes place between May 27-30. Here, the players will test their golfing skills on 18 challenging holes in the most beautiful surroundings. As a main sponsor of the tournament, Grundfos will be heavily involved in the tournament, and Hole 6 will be the ’Grundfos hole’.

It is no coincidence that Grundfos will be the face of Hole 6. As one of the world’s leading water solutions providers, Grundfos is a devout supporter of the UN’s Sustainable Development Goals – particularly Goal 6, which focuses on bringing clean water and sanitation to all.

At Made in HimmerLand, Grundfos will use Hole 6 to drive awareness of the ongoing global water challenges and the solutions available to overcome challenges such as water scarcity, water contamination, flooding and droughts to name a few.

“As supporters of both golf and the UN’s Sustainable Development Goal 6, we are proud to combine Made in HimmerLand with the possibility to raise awareness of the ongoing global water crisis. We feel an obligation to make a difference wherever we can, and it’s hugely important that more people become aware of the current state of affairs with regard water shortages, because it’s a problem all over the world”, says Peter Trillingsgaard, Group Vice President, Group Communication, Sustainability & Public Affairs, Grundfos.

The team behind Made in HimmerLand is delighted with the fact that Grundfos is using the tournament as a platform to increase awareness of these water challenges:

“I think it’s brilliant that they’re raising awareness of such an important issue. We obviously rely heavily on water to keep our golf course in the best possible condition but seeing how severe the water challenges are all over the world puts everything into perspective. I really hope that this leads to even more action”, says Flemming Astrup, Promoter/CEO of Made in HimmerLand.

**Teeing off for our water**

To engage the players in this issue, Grundfos has initiated its own Hole 6 competition, in which the player who achieves the best overall score on hole 6 receives a cheque for DKK 100,000, which they can donate to one of the Danish Red Cross’ three water projects. So, when the players tee off at this par 3 hole, they’ll have a little extra motivation to get their shot just right:

“According to the UN, water scarcity affects more than 40% of the world’s population. And that number is expected to rise. We want to use this major tournament as a platform to raise awareness of challenges such as water scarcity. Not only among the players, but also the fans watching at home, politicians, governments, all stakeholders really. Because it’s not too late to do something about it. There is still hope, but the time for action is now,” underlines Peter Trillingsgaard.

**About Grundfos**

We pioneer solutions to the world’s water and climate challenges and improve quality of life for people. As a global pump and water solutions company we provide expertise in energy- and water efficient solutions and systems for a wide range of applications, including water utility, water treatment, industries and buildings. https://www.grundfos.com/

You can find out more about how Grundfos contributes to the Sustainable Development Goal 6 here and learn more about how we together can make a difference #ForOurWater.

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