



air up® is the official partner of boxing star and TV favourite Tommy Fury
British reality star and athlete chooses Munich-based company as his hydration partner

Munich, 02.10.2023 Tommy Fury, the fascinating and popular boxer from Great Britain, also known as a contestant on the popular TV show "Love Island" and half-brother of heavyweight champion Tyson Fury, is now causing a stir in the world of sport with his own impressive career. Amid preparing for his next big fight on the 14th of October, the likeable TV darling is now officially announcing his partnership with German company air up®.

Four years after his TV debut in the British edition of the international hit format "Love Island", Tommy Fury is still in very much in the spotlight. The 24-year-old not only delights his approximately five million fans on the social media platform Instagram with insights into his everyday life as a new father and partner of influencer Molly Mae, but also on Netflix in the documentary series "At Home with the Furys". In addition, Tommy - just like his successful half-brother Tyson - aspires a career in the boxing ring. With nine fights and nine wins - four of them by knockout - he is well on his way and has an exciting future ahead of him, both in and out of the ring. More recently, Tommy has acted as an ambassador for professional boxing, posting challengers on YouTube boxing and breaking viewing records in the process. He is currently in the middle of training for his next hotly anticipated fight: on October 14th, he will step into the ring against the Youtuber KSI at the AO Arena in Manchester. The fight has already caused a sensation worldwide at previous press conferences and promises to be pure excitement and entertainment.

For his next showdown, the crowd favourite is relying on air up® in preparation. "With air up®, it's much more convenient and easier for me to be adequately hydrated at all times and to reach great amounts of litres - an integral part of training camp and preparing for a fight that can be quite challenging at times," says the 24-year-old.

Through its breakthrough innovation, a fragrance-based hydration system, air up® allows you to add flavour to ordinary water just by smelling it - without any sugar or unnecessary calories. "air up® has definitely helped me drink more water and prepare my body for the big day in the best possible way. I have to drink about five litres a day. So, it helps a lot when I like the taste of the water, can change it easily and it automatically makes the drinking experience more fun. I will happily continue to use air up® even after training. Especially when I have a craving for something sweet, one of the sweeter flavours can help satisfy that craving," says Fury, when asked what makes air up® so special for him.

The Tommy Fury vs KSI fight will take place on the 14th of October 2023 and will be available for fans and interested parties to watch on the online platform DAZN.



About air up®

air up® is the German company behind the world's first refillable scent-based drinking system that flavors water through scent alone. Since its launch in Europe in July 2019, air up® has raised more than EUR 60M over two funding rounds, and has grown into a company that operates in 11 countries including the U.S. The scale-up counts more than 300 employees all over the globe and enjoys a customer base of its innovative scent-based drinking system in the millions. The managing directors of air up GmbH include Christian Hauth (CEO), Jannis Koppitz (CEO), Magdalena Jüngst (CCO), Simon Nüesch (CMO), Tim Jäger (Chief of Research and Development), and Tobias Klostermann (SVP Supply Chain & Logistics)

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