

5 ENGAGING WAYS!

Ricky RaindropSM Inspires OC Water Users

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From the disco era to the digital age! This year marks a significant milestone for Orange County's beloved water drop, as MWDOC's Ricky the Rambunctious RaindropSM celebrates 50 years of water education. Since Ricky first made a splash in 1974, brought to life by an Orange County school teacher, he has continued to educate and engage generations of water users about the importance of good water stewardship. While Ricky's

appearance has changed over the past five (5) decades, his presence in classrooms and at community events has had a lasting impact, fostering a deep understanding and respect for water resources among residents of all ages.

As Ricky celebrates his golden anniversary, let's dive into five (5) ways he inspires Orange County water education, proving that 50 never looked so good.



1

SPLASHING INTO SCHOOLS.

Through MWDOC's one-of-a-kind water education school programs, Ricky has reached more than 3.5 million Orange County K-12 students since 1974. Through interactive videos, take-home activity books, and special appearances, Ricky turns complex water topics into fun, memorable lessons.

2

CREATING WAVES OF CHANGE.

From annual water festivals to community clean-up events, since 2005, Ricky has made special guest appearances at more than 250 community events and counting, reaching 32,000 Orange County residents and raising awareness about our most precious natural resource.

3

STREAMING THROUGH SOCIAL MEDIA.

While already a household name, the rise of social media boosted Ricky's celebrity status. Since 2018, Ricky has starred in several MWDOC promotional videos and outreach campaigns, reaching over 100,000 people digitally with tips and tricks to use water wisely.

4

CHANNELING CREATIVITY.

Ricky has also inspired Orange County K-12 students, teachers, and families through MWDOC's annual Water Awareness Poster Contest. More than 10,000 poster contest entries have been received since 1988, inviting young artists to creatively express their ideas about the importance of water.

5

FLOODING WITH FUTURE POSSIBILITIES.

Ricky's continued mission to promote good water stewardship inspires the next generation of water users to preserve and protect our water resources. As Ricky looks toward the next 50 years, his dedication to water education will continue to shape a more sustainable future, one drop at a time.