

Fact: Rubber Duckies Are Hot!

by
Jodie Davis

Yes, this great American icon, never out of style, is enjoying a surge in popularity. Skeptical? Then let's present the evidence.

Evidence #1: Nostalgic

Everyone had a rubber duckie as a child, recalling countless happy hours in the tub. This means rubber duckies transport us right back to those happy childhood bubble baths. Happy, safe, warm... home.

Evidence #2: Universal Appeal

Rubber duckies aren't gender-specific. Don't know the sex of a soon to be newborn? Decorate the nursery with rubber duckies. Dolls are for girls, boats for boys... rubber ducks are for everyone. (Sounds like a great campaign slogan!)

Evidence #3: Duckies aren't just for kids

What does a rough and tough truck driver call his antenna? Rubber Duckie. And it may even be his handle.

Evidence #4: Rubber duckies draw good deeds doers

Hatched in 1988 the 170 Great American Duck Races held all over the world raise over \$10 million for worthwhile charities annually. All that's required is a body of water and the duckies swim enthusiastically to the aid of their human friends in need.

Evidence #5: Rubber duckies *are* good deed doers

In 1992 a storm hurled a container of 29,000 rubber duckies into the ocean. Over the years, reports of their landings have provided oceanographers a rare opportunity to gather facts about ocean currents.

Evidence #6: Duckies set records

Fanfare please: After a flutter of official documentation, Charlotte Lee of California earned the distinction of having the largest collection of rubber duckies in the world.

Guinness book of world records in October of 2003.
<http://www.guinnessworldrecords.com/index.asp?id=58839>

Evidence # 7 : Fans say so!

In a recent ESPN poll, when fans were asked what their favorite give-a-way at stadiums was, Celebriducks was selected as the number one choice beating out Bobbleheads, Beanie Babies, Lunch Boxes, Pez Dispenser, and Match Box Cars.

Evidence #8 : Ducks are lucky

After winning an Oscar for best Actor for the movie Gladiator in 2001, Russell Crowe revealed his good luck charm: a rubber duckie Jodie Foster's son Charlie had given him.

Evidence # 9: Rubber Duckies are savvy business birds

What's got the advertising world aflutter? Product placement. And duckies are first to jump in. In a 2003 episode **"Sex and the City"** had their *ducks in a row* with RubbaDuck characters **Cowduck, Gray** and **Ducksino** beside Charlotte while she was shopping for Miranda's baby shower.

And when Rachel's friends on **"Friends"** throw a baby shower for Rachel RubbaDucks are in attendance as well. Which further proves...

Evidence # 10: Rubber duckies are on the Hollywood "A" list, making them, hip, cool, and in.

Evidence #11: Ducks are newsworthy.

Rubber duckies have been featured in Sports Illustrated, ESPN the Magazine, US News and World Report, Fortune Small Business, Entrepreneur, Maxim, and Playboy plus they have been on CNN, ESPN, NBC, TNT, The Tonight Show, Fox Sport, CBS Evening Magazine, National Public Radio, and in countless other media sources both in the U.S. and around the world.

Evidence # 12: Rubber Ducks report the news

Celebriducks reside on the set of the local news in

Evidence #13: Rubber duckies are mainstream.

The first limited edition Gorton's Fisherman rubber duck, a giveaway to consumers who send in proof of purchase, sold out at a phenomenal rate, thereby convincing the Gorton's folks to greatly increase the production of the second duck.. Making him not just mainstream, but main—ocean?

Evidence #14: They are the best!

Once deemed a “quackerjack idea,” Celebriducks were named one of the 100 best gifts in Entertainment Weekly’s holiday gift guide in 2001.

The duckies have pled their case. What’s your verdict?

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(I want to know where it’s going to show up so I can see it!)

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- Thanks for helping spread rubber duckie sunshine!